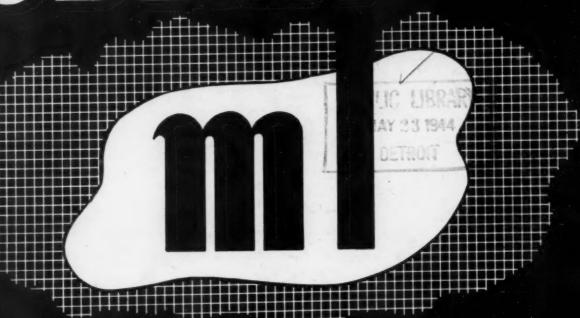
DERR



ITHOGRAPHY



### Senelith Inks

were the first lithographic inks

made from dyestuffs

treated with sodium tungstate

for better sunfastness

and are still leading

with their outstanding resistance properties

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York, N. Y.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



In the wake of today's world conflict, total Victory for the United Nations will again open peacetime channels for paper distribution. Meanwhile the patriotic responsibility for utilizing paper for essential needs only rests equally upon manufacturer, printer, converter and

user. It is our firm purpose that in the transition to peace and thereafter, the lessons learned in war time, the advances made in techniques and the expedited production practices developed will add new laurels to the traditional high quality of Northwest *Pedigreed Papers*.

Buy more War Bonds to hasten V-Day

VICTORY War Quality PAPERS

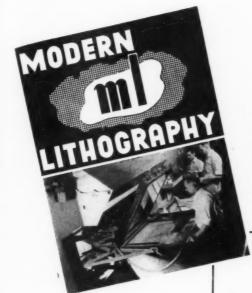
THE NORTHWEST PAPER COMPANY . CLOQUET, MINNESOTA

MAY, 1944



# AND TOMORROW

Miller Printing Machinery Co., Pittsburgh World's largest exclusive manufacturer of automatic cylinder presses



### THIS MONTH'S COVER

This scene in the platemaking department of Crown Cork & Seal's big Baltimore plant shows a three-way vacuum frame which exposes one plate while the others are being prepared for exposure. For a picture story of the Crown plant, see page 46

M A Y , 1 9 4 4 VOLUME 12, No. 5

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### BUREAU OF IRCULATIONS

Editor-In-Chief WAYNE E. DORLAND

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Business Manager Thomas Morgan

Address all correspondence to 254 W. 31st St., New York 1, N. Y.

### MODERN LITHOGRAPHY

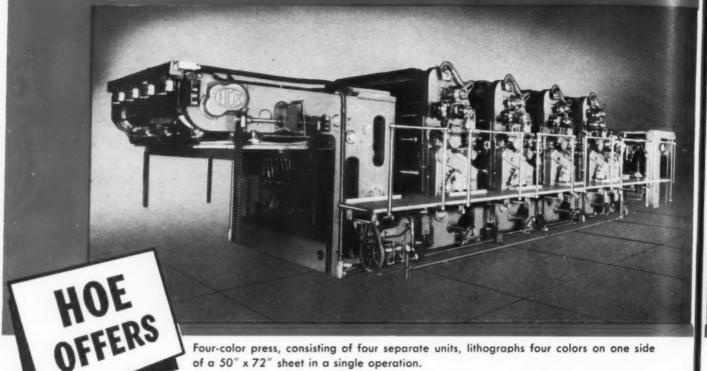
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WAYNE E. DORLAND, President; Grant A. DORLAND, Vice-President, Ira P. MacNair, Secretary Treasurer. Published monthly on the 15th by The Photo-Lithographer, Inc., Advertising and Editorial Office, 254 W. 31st St., New York I, N. Y. Advertising rates made known on application. Closing date for copy—25th of the month previous to date of issue. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879.

### FOR THE LARGER FUTURE

in Lithography on Paper



Four-color press, consisting of four separate units, lithographs four colors on one side of a 50" x 72" sheet in a single operation.

### WORLD'S LARGEST FEET PAPER PRESS



When the "economy of abundance", promised for the post-war era, becomes a reality, the lithographers of America can look for a sharp acceleration of their already rising volume of business.

A greater abundance of goods moving steadily from factories and mills under the influence of greater buying power should call for more lithography on paper and metal to provide the sales literature of business and the metal containers for the merchandise.

Then we are also promised a world of the future where color will predominate which to the lithographer will mean additional revenue from extra color forms to be printed.

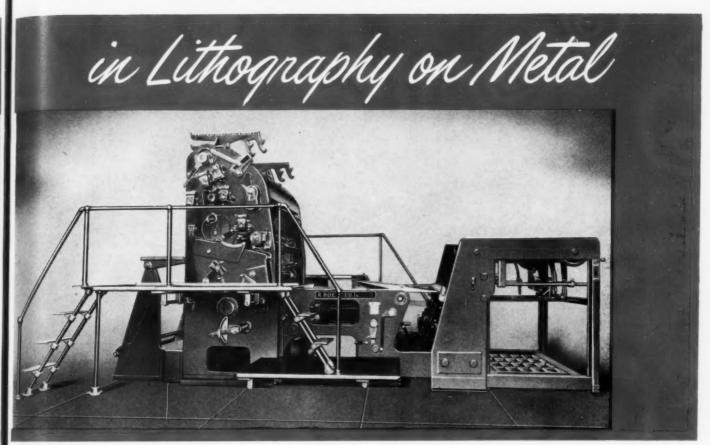


OFFSET PRESS DIVISION

INC.

CHICAGO

### THAT LIES AHEAD OF YOU



New Hoe metal decorator lithographs a large-size sheet  $-38^{\prime\prime}$  x  $54^{\prime\prime}$  and introduces many new features which improve product and operation.

### **WORLD'S LARGEST METAL DECORATING PRESS**

From this prospect two requirements in the way of mechanical equipment logically emerge — the need for large production facilities to handle the big volume of work on the best economic basis — the need for multicolor equipment to produce the color work.

Both requirements are made available for the paper lithographer of the post-war era by Hoe with the largest sheet feed offset press in the world which prints four colors in one travel of the sheet from feeder to delivery. Similarly in the field of metal decorating, Hoe offers for the post-war period a press that handles the world's largest metal sheet.

It is not too soon to look toward these larger opportunities that lie ahead and make a start now by discussing your plans with Hoe.



Back the Attack . Buy more War Bonds

910 EAST 138TH STREET, NEW YORK 54, N. Y.

BOSTON . BIRMINGHAM . SAN FRANCISCO

MAY, 1944

# NEW YORK PRINTERS & BOOKBINDERS MUTUAL INSURANCE COMPANY



The Insurance Company of the

# GRAPHIC ARTS INDUSTRY

A MAXIMUM OF SERVICE—through specialization and concentration in the GRAPHIC ARTS INDUSTRY.

dominantly in Government Bonds. 22% DIVIDENDS on policy expirations of 1943 is a worthwhile SAVING. A MINIMUM OF COST-in a year of lowered yield on assets invested pre-

tions averaging in excess of 24% since organization, there remains an unusually LARGE SURPLUS after setting aside reserves to meet known Losses and after savings returned in Dividends on policy expira-Contingencies. ABSOLUTE PROTECTION—

SURPLUS \$485,742.77—Almost 100% of the 1943 premium writings amounting CONSERVATIVE RATIO than generally prevails to \$495,174.90 (measure of risk assumed). A MORE in the field of casualty insurance.

# DIVIDENDS

PAID TO POLICY HOLDERS REDUCE INSURANCE COSTS, OF YOUR

Compensation and Automobile Liability Insurance

# = CHECK THE COMPANY • • • AT A GLANCE =

1943 Premiums Written \$495,174.90

\$1,073,042.48 1943 Assets

1943 Surplus

# \$485,742.77

# Condensed statement of the condition of the company as of December 31st, 1943

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Premiums in Course of Due the company on policies just issued, excludany premiums on

Collection

(except for \$4,336.99 in On deposit with Bankers company's office) ..... Frust Company, et

of all Bonds and Stocks \*U. S. Government Bonds Equivalent to over 80%

Rails, Utilities and In-Other Bonds and Stocks dustrials .....

147,575.01 First Mortgage Loans on improved New York City Mortgages

real estate .....

of foreclosures. Marked down to 1943 appraisal Acquired as a result Real Estate

ments) on all accidents which occurred prior to Set aside as required by law to meet future pay-ments due or which may vestigation and adjustbecome due (including estimated expenses of indate of this statement... \$114,272.01

policies more than ninety days old .....

Deposit in Mutual Corporations Reinsurance

609,652.94

On deposit jointly with companies, to be used in

Fund

moneys of other mutual the event of a catas-

Estimated amount herepayable Commissioner, sion Expense

State Industrial Commis-

penses of administering the Workmen's Compen-State Industrial sation Law .....

trope loss-total in fund, \$507,355.13

cies which have not ex-pired. For example: a miums unearned on poli-Pro rata portion of pre-

\$1,073,042.48

Unearned Premium Re-

Interest earned to date, payable within the next

six months ......

30,000.00

Interest Accrued, etc.

or \$50, is set aside as not has six months to run; half the year's premium yet earned ..... Other Liabilities

premium for a \$100 policy

Loss Reserve

LIABILITIES

this statement, including \$4.892.07 estimated In-Salaries, Taxes, etc., due but unpaid as of date of come Tax liability.... Contingency Reserve

and total market value December 31, 1943..... Representing difference ried in assets for all bonds and stocks owned between total values car-

4,112.77

policies expiring up to and including January 31, 1944 Set aside to meet future payments on unaudited 18,871.17 Dividend Reserve

30,081.16

# 

\*Bonds and Stocks valued on basis prescribed by the New York Insurance Department. Securities carried at \$258,246.40 included above are deposited as required by law. NEW YORK PRINTERS & BOOKBINDERS Reinsured against any one loss, without limit, in excess of \$10,000.00.

MUTUAL INSURANCE COMPANY C. F. Von Dreusche, Sec. and Gen. Mgr.

Telephone GRamercy-7-6530



### VALETTE PRODUCTS

a nume to remember when planning your postwar equipment requirements

THE eyes of the litho industry will be focused on the LNA War Problems Conference in Chicago during the month of May. Vital plans for wartime and post-war operations will be discussed.

Whether or not you attend this conference, now is a good time to consider your future equipment requirements so that you can offer your customers the advantages of the latest advancements in lithographic technique. Our many friends in the litho industry, whose Valette equipment is helping them meet increased wartime demands, will testify that products backed by the Valette name are truly dependable.

Of course our war job is not yet finished. But while this work is utilizing our greatly expanded production facilities, our research men are constantly at work on engineering developments to produce even better Valette lithographic equipment. Please feel free to consult with us at any time.

LITHO EQUIPMENT AND SUPPLY CO. 215 W. OHIO ST., CHICAGO



THE FUCHS & LANG MFG. COMPANY

Boston Chicago: Cincinnati Cleveland Philadelphia St. Louis San Francisco Fort Worth Los Angeles Toronto, Can.



Once each year the leaders of the lithographic industry gather in annual meeting for thoughtful discussion of their problems.

Our meeting this year at the Edgewater Beach Hotel, Chicago, Illinois, May 8, 9 and 10, is planned with the same thoughtfulness and care that marked the first two War Problems conferences. No histrionics, no oratory just for the sake of fine words, but a series of interesting speakers carefully chosen on the basis of their knowledge of the subjects covered.

The miracle of American production genius—including lithographic genius—has won the battle of Allied Supply. Direct War Production has passed its peak and American Industry is turning gradually from the problem of War Supply to the problem of Reconversion which in final analysis is the problem of Jobs—a job for every able-bodied citizen willing and anxious to work out his own destiny in the troublous years ahead, to make his contribution to the rebuilding of a better world.

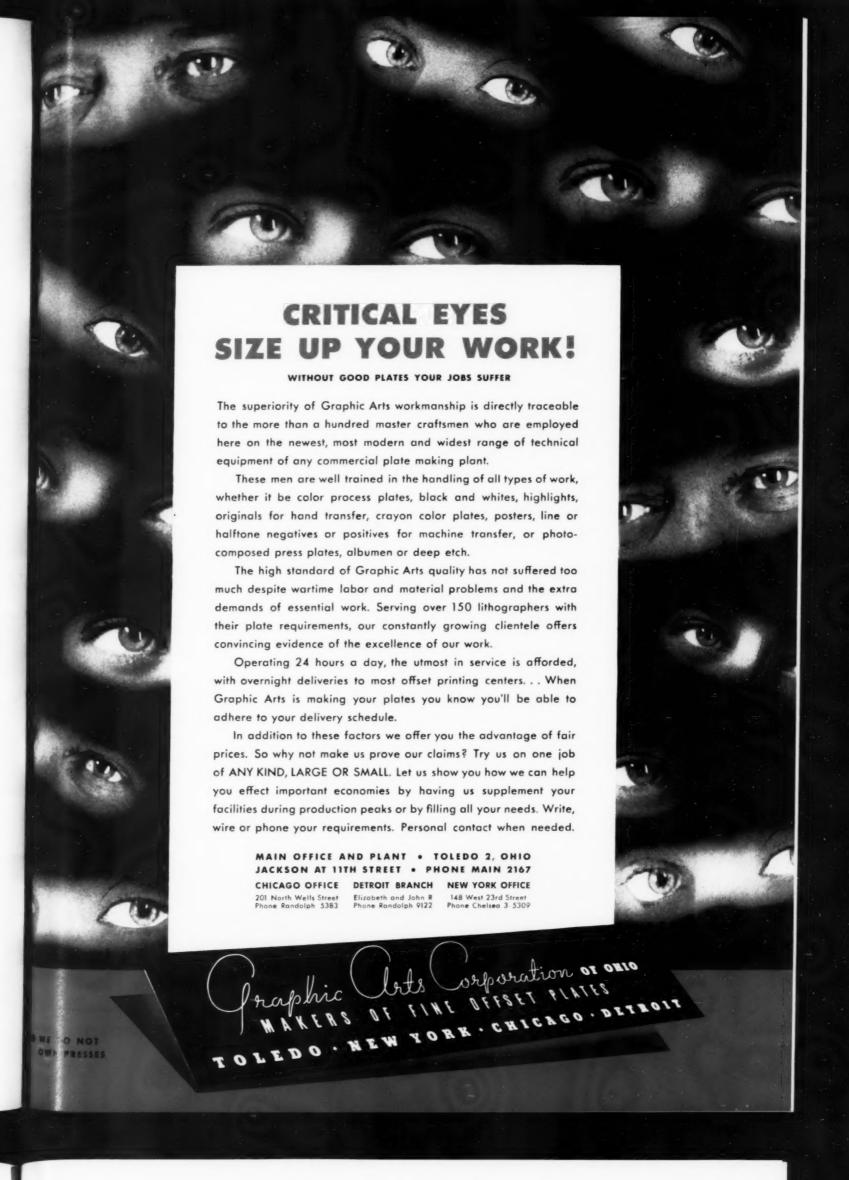
This is a challenge to "Greatness" and the Lithographic Industry, which is a part of American Industry, must stand before that challenge.

It has been said that "Bigness Is As Bigness Does." The time for Doing is fast approaching. We are about to chart our course. We can plan selfishly, individually, defensively; we can choose an aggressive, forward-looking, cooperative course; or we can just drift with the changing tides.

You are a part of the American Lithographic Industry. You have a big stake in the success or failure of that industry because it is the rare exception to find a unit within an industry going forward if the industry itself is static or declining.

This is your invitation and your opportunity to join again with other members of the Lithographers National Association in industry planning—your invitation to meet with other leaders of the industry for discussion of common problems facing the industry now and your obligation to cooperate in the charting of an aggressive, forward-looking program for the future. Together, Let's Take The Offensive!

Lithographers National Association Incorporated





## READY to run

Yes, "ready to run" when peace comes—air transport plane, streamlined motor car and train, giant freight truck — a thousand and one products of the inventive American mind! Stepped-up industry will call for more and more.

### ADENA HALFTONE (ready to run) OFFSET

— Humidified during manufacture, treated to moisture-proof packing, delivered to printer absolutely flat. Dull or gloss...midway between enamel and regular offset...never any mottling or muddy effects.

Now is the time to make friends for

ADENA HALFTONE OFFSET



Save money by shipping via Miami Valley Shippers' Assn.

CHILLICOTHE

A BUY-WORD FOR HIGH-GRADE

THE CHILLICOTHE PAPER CO....



apers

CHILLICOTHE, OHIO





THAT voice from the darkroom throws a lot of light on why Ansco Reprolith Films get first call in many shops.

And when the camera operator says Ansco Reprolith Films are *hard to beat*, this is what he means:

- -they lie flat after drying.
- the backing leaves no after-stain and disappears quickly in processing.
- they have high contrast and resolving power.

- -they have wide latitude in development.
- -they have effective anti-halation coating.
- -crisp halftone dot quality.

For your next job, try the film that's easy to handle—hard to beat. Ansco, Binghamton, New York. A Divi-

sion of General Aniline & Film Corporation.



### REPROLITH FILMS

Easy to handle - - hard to beat



As long as those you serve keep their products in the public eye, through colorful point-of-purchase displays, they will maintain the "edge" that past planning, patience and persistence have brought them. If they quit, they will lose out in the battle for post-war business. That means lost accounts for you.

Do everything in your power to keep them in the fight NOW.



### ARVEY CORPORATION

SERVING AMERICA'S ADVERTISERS SINCE 1905

CHICAGO \* DETROIT \* JERSEY CITY

MODERN LITHOGRAPHY

### The Miehle OFFSET PRESS

### That Will be Available After the War...

### Peace is Not Yet in Sight

Production of equipment and supplies for the armed forces must continue to be the all important job of American Industry. Miehle is well aware of this and will continue as a leading manufacturer of Naval Ordnance as long as necessary.

### But When Peace Comes -

Miehle will be ready to offer to the Lithographic Industry an outstanding new offset press. There will be several basic improvements in feeding, registering and delivering the sheet—many other advantageous features—production which far overshadows performance of pre-war offset equipment.

Development work on this press was practically completed prior to Miehle's entry into war work. Testing under printing conditions has been continued since then. It should be available within a reasonable time after the production of war material ceases. At the proper time complete details will be announced and this new Miehle offset press will be formally shown to the trade.



### 八八日号八八日

Printing Press and Manufacturing Company

CHICAGO 8, ILLINOIS

# MODERN

for TODAY'S plate-making...



JET BLACK...dense and smooth

TRANSOL!

### Laboratory-controlled



### DEVELOPING INK

Good litho plates don't just "happen". You need the "know-how", plus the best chemicals you can buy to make them. And, **JIFFY** Developing Ink is such a chemical . . . the best!

Manufactured by our own "Air-Spun" process, JIFFY is smooth and black, remarkably free of grit and lumps. Instead of turpentine (common to all other developing inks), it contains an exclusive solvent of our own which does not attack the image when it is applied. Consequently, it has sharp, clean developing properties, and strict laboratory control

keeps JIFFY uniform at all times.

Gallon . . . \$8.00

Quart . . . \$2.25

You'll get better plates if you use JIFFY! F.O.B. New York or your dealer:

**HEAVY "Jiffy"...** for deep etch. The qualities of regular **JIFFY**, but heavy-bodied for fine halftones.

"TRANSOL"... the transparent developing ink, used in exactly the same manner as "Jiffy". Being transparent, it permits a second exposure after the plate is completed, light-hardening the image and adding untold impressions to the life of halftones. Leading plants thruout the United States and Canada wouldn't be without

HEAVY "JIFFY" | Gallon . . . \$10.00 or | Quart . . . \$ 2.75

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CANADA PRINTING INK CO., LTD.
(Prices slightly higher in Canada for Imperial measure)

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B.P.B. Ready-to-use Sensitizer

Jiffy Developing Ink
Developing Ink
Developing Ink
Transol Developing Ink
Lith Vilo (Non Poison)
Lith Vilo (Non Foison)
Plate Etch
Dr. Hans Zuber Etch Salts
Imperial Fountain Solution
Imperial Fountain Solution
Fountex, Fountain Solution
Solio, Self Gumming base for
use in fountain solutions
Non-Souring Pure Gum Solution

& SUPPLY CO., Inc.

63 PARK ROW NEW YORK 7, N. Y.



Sav-a-lac Plate Intensifier
(Purple)
Griptite, a "stop walk"
plate intensifier
Dumore Asphaltum Plate
Wash-out solution
Black Opaque "GRAPH"
White Opaque "VELVO"
Megative Stains, red and black
Firpintine,
Turpintine Substitute

11 I Am the Leaden Army that . Leaden Army tha army that Conquers h the Leaden Army that Conquers the World a Leaden Arm nquers uers the the Lea he Wo For Lithographic Offset and Gravure Printing that Co Am th is the C aden A Monotype-Cast Lea onquer. Id I Ar Single Types Are Best! Am th re Lead Army th at Cond Those qualities in Monotype-cast type which Eonquer give such clarity and sharpness to letteruers the press printing are no less important in proe Leaden the I ducing the impressions from which press ny that World plates are made for printing by lithographic Am the offset and gravure. ers the Brand-new Monotype-cast single types Army th ne Lead for every job, all of uniform height-to-paper, Conquer accurate point size and with perfect print-Am the ing surfaces, assure the best final results for he Wor printing by all methods. Ask any printer, any n Arm d I Am trade or advertising typographer who oper-Conqu ates Monotype equipment for a demonstra-Leader tion of this fact. You'll never use anything else. Am the m the Li Army th Send for specimen sheets showing the Monotype aden type faces in which you are most interested conquer at Co MONOTYPE MACHINE Norld I m the I he Lead Army tha Army that Conquers t e the World I Am the Leaner. Am the World I Am the hat Conques uers the World I Am

Salutations to L.N.A successfully the wartim



YOU OF THE L.N.A. have done a magnificent job for the Armed Forces and essential war time activities—We of S.&V. are grateful for the opportunity you have given us to aid in this effort — In addition we have supplied many of our products direct to the Armed Forces — including new developments of our laboratories to meet unusual war time needs.

S E R V I C E F R O M C O A S T

Sinclair and Valentine Co.

Branch Offices

Albany Baltimore Birmingham Boston Charlotte Chicago Cleveland Dallas Dayton Detroit Havana Jacksonville N. Alay your 1944 Convention solve timeoblems now confronting you



Ready to Use STANDARDIZED

CHEMICALS

Litho Chemicals. Our Armed Forces have accepted them in many of their branches as the answer to their problems. Their uniformity and foolproof qualities have made them a "Must" in plants thruout this country and abroad where good lithography is paramount. Technicians are available from Coast to Coast for practical demonstrations, to prove their excellent qualities.

TO COAST

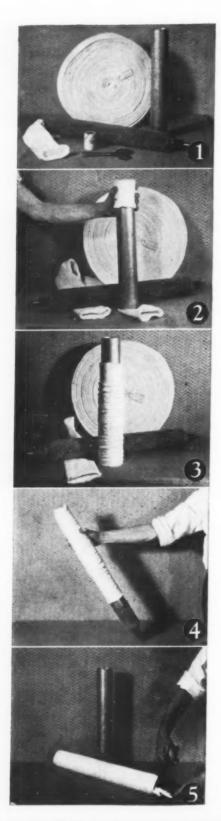
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Kansas City Los Angeles Miami Nashville New Haven New Orleans Philadelphia San Francisco Seattle



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- No. 7-LTF Deep-Etch Lacquer
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- No. 9-LTF Lithotine Asphaltum
- No. 10—LTF Stabilized Albumin Solution
- No. 11-LTF Litho-Kleen Con-
- No. 12-LTF Plate Etch for Zinc
- No. 13—LTF Plate Etch for Aluminum
- No. 14—LTF Fountain Etch for Zinc
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Lithotine



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JOIN A SEWING CIRCLE



But—if you don't like to sew, try the Godfrey Method of preparing dampening rollers.

AQUATEX and DAMPABASE are materials that will make life easier for you—"pull on like a stocking—fit like a glove."



- 1 Everything that is required: a roll of material, a metal tube, scissors, needle and thread.
- 2 Cut Aquatex or Dampabase to length. Thread it completely through the tube. Turn it down over the outside edge of the tube.
- 3 The transfer tube with the material placed over it.
- 4 Place the transfer tube over the roller. Then, holding the Aquatex or Dampabase on one end of the roller, slide the tube off the other end of the roller.
- 5 Cut off excess material and sew other end.

Covering time, less than 3 minutes

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Roller makers for 79 years. Lithographic — composition
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### CRAMER PLATES FOR THE GRAPHIC ARTS

### NON-PANCHROMATIC

### CRACO-LITH

Closely approaches wet collodion plates in speed and quality, but with dry plate advantages, economy, and ease of manipulation. Expressly recommended for halftone and line photography, also ideally suited for contact images, because of its slow speed and ultra

### CRACO-LITH ORTHO

This plate features greater speed and contrast than the CRACO-LITH. When employed with a yellow filter, its orthochromatic property renders it very useful for reproduction of difficult copies, particularly those of yellowish hue. Although not intended for FULL-COLOR reproduction, it is the ideal plate for general line and halftone photography. Always supplied backed, unless ordered unbacked.

### REPRO-GRAPHIC

A color-blind plate of medium speed, specifically intended for black-and-white work. Similar in properties to the CRACO-LITH, the greater speed of REPRO-GRAPHIC plate is particularly convenient for shorter exposures under given conditions. Especially adapted for dot etching and work requiring great opacity of line and dot. Always supplied backed, unless ordered unbacked.

### SUPER CONTRAST

A useful color-blind plate for general process work. especially when reduction in exposure time is desired to facilitate production. Suitable for dot etching and work which does not require the ultimate in contrast and sharp reproduction.

### CONTRAST

A medium slow speed plate of high contrast, intended for line photography and copying of flat (gray) originals, also those possessing delicate detail (pencil, crayon sketches, etc.).

The universal plate for copying purposes, such as in dot etching, collotype, photogravure and other methods requiring a continuous tone negative. Possesses pleasing gradation and just sufficient contrast to produce sparkling negatives and positives. Much preferred by rotogravure artists, photoengravers and photolithographers in indirect methods of halftone and color photography.

### CRAMER 25

Possesses an extremely long scale of gradation, but with brilliant working quality. The ideal plate for faithful reproduction of very contrasty images. Highly favored in rotogravure and collotype, also in indirect Kodachrome reproduction.

Super Contrast, Contrast, Alpha and Cramer 25 are supplied in a special fine grained Matt surface when This feature greatly facilitates art work.

### PANCHROMATIC

### PANCHROME

A new vastly improved panchromatic plate, distinguished by special properties; unexcelled for the rigid requirements of continuous tone color photography. Incorporates the highest possible color-sensitivity to all visible colors, coupled with a fine grained emulsion, and a clear-working scale of gradation of exceptionally long range. Though extremely rapid, its latitude in exposure and development is very wide, and unequalled by any other plate of its kind. Supplied in a special fine grained Matt surface when desired.

### SPECIAL PANCHROME

Possesses the same excellent qualities as PANCHROME, except it is a trifle slower and capable of producing more brilliant results.

### PANCHROME PROCESS

A very modern process panchromatic plate intended for line and direct halftone color photography. Its special properties include extremely high sensitivity to green and red; very fine grain; uniform thin coating; high contrast; good resolving power (sharp line and dot formations); facile dot etching; easy and certain manipulation.

THE ABOVE BRANDS ARE SUPPLIED BACKED UNLESS ORDERED UNBACKED. The backing dissolves during development and does not discolor or impair the solution.

### DRY PLATE G. CRAMER

LEMP AND SHENANDOAH AVES.

ST. LOUIS, (4) MO.

Branch Offices: 9 EAST 19th ST., NEW YORK, (3) N. Y.; 608 S. DEARBORN ST., CHICAGO, (5) ILL.



### ...another big job for PAPER

The Fifth War Loan - \$16,000,000,000, please - is a big job for you - and it's a big job for paper, too.

Paper will carry the brunt of the selling burden. Posters, newspapers, cards, stickers—paper will carry the millions of messages from the government just as it has done for every War Loan drive to date.

The government is asking more than ever before from the American people — and will get it. It is also asking more than ever before from the paper and pulp industry — and it will certainly get that, too.

Yet this drive is but one of dozens now using paper in vast quantities to put their appeals across. Transportation, Salvage, Victory Gardens — paper is essential to the success of all such campaigns.

Do you wonder, with such demands now being made upon the paper and pulp industry, that paper is among the first of all critical materials?

Add to these demands the tremendous increases in actual war use — from paper raincoats to underground newspapers — and you'll begin to see why every scrap of paper is vitally needed.

Making a thousand miles of paper a day, as we do, we know the problems that face the industry. We know that paper is precious for the duration. Use it with thrift. Don't waste it. BACK THE ATTACK.

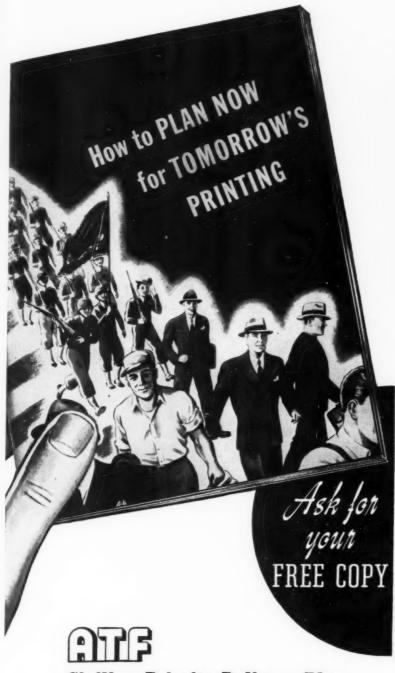
### OXFORD PAPER COMPANY

230 Park Avenue, New York 17, N. Y.

WESTERN SALES OFFICE: 35 E. Wacker Drive, Chicago 1, Ill. MILLS AT: Rumford, Maine; West Carrollton, Ohio







### Civilian Priority Delivery Plan

If you know now what presses you'll need after the war, have them reserved at once with a Certified Priority Number, and assure yourself of getting the equipment you will need at the earliest possible moment. This PLAN covers the following ATF presses:

LETTERPRESS

Style C Kelly No. 1 Kelly No. 2 Kelly Kelly Clipper Little Giant

OFFSET Chief

Little Chief Big Chief

# HERE'S PRACTICAL HELP for the printer

who will PLAN

Thinking about your postwar business ... where to get it ... what it will be ... how to produce it? That's not enough. You have to PLAN NOW ... and DO SOMETHING ABOUT IT. Here's the first step...get a copy of this free booklet. Shows why planning now is essential ... why delay may be costly. Gives five simple, logical steps, and detailed instructions on how to take them. Includes valuable Guide and Check Chart to Printing Buyers. Don't delay! Ask your ATF Salesman TODAY. or send to

### AMERICAN

YPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey

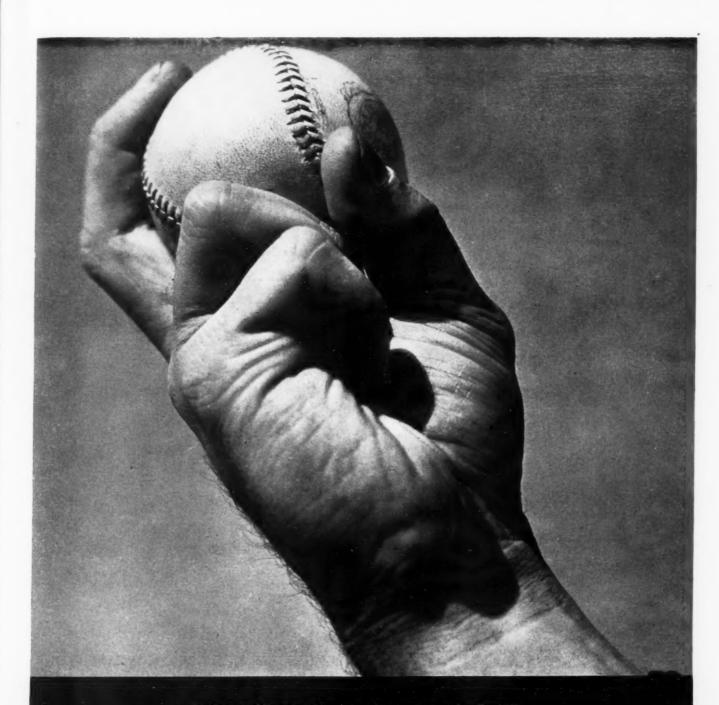


Remember back in pre-war days when paper, machinery butter, meat and a few other materials were taken for granted? Well — don't cry over those 'good old days' for the future holds promise of better things to come. When the war is over we are inclined to think that you won't go back to 'as you were' for certainly the advances forced by the exigencies of war will have their marked effects. At least it will have as far as Rutherford is concerned — and just as soon as we are permitted we'll tell you all about it.

RUTHERFORD

MACHINERY COMPANY

100 SIXTH AVENUE - NEW YORK 13, N. Y.



Inks by Crescent have plenty "on the ball".



CRESCENT INK AND COLOR CO.

464 N. Fifth Street

Philadelphia

### NO ROOM FOR ERRORS

When lithographic competition returns to its normal keenness there will be no room for mistakes on your estimates. And nobody can make an accurate estimate on a job without knowing costs.

Is your cost accounting system ready for the strain that will surely come in the new competition ahead? No business can exist without profits, but at the same time profits must be controlled to meet competition and to hold customers' confidence.

Your cost accounting system should be so simple and economical that it will not, of itself, increase costs, yet it must provide the necessary facts at all times. Such a system has been published by the National Association of Photo-Lithographers, designed for installation by any competent bookkeeper.

IN THESE DAYS OF FAST CHANGE YOU NEED THIS COST SYSTEM MORE THAN EVER BEFORE.

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Top quality lithographic reproduction—particularly under the handicaps imposed by war time operation, with its changes in paper surfaces, manpower shortages, press speed-ups—demands the peak in ink quality and performance. War time lithography calls for the best in lithographic inks, and Lewis Roberts inks meet this test.

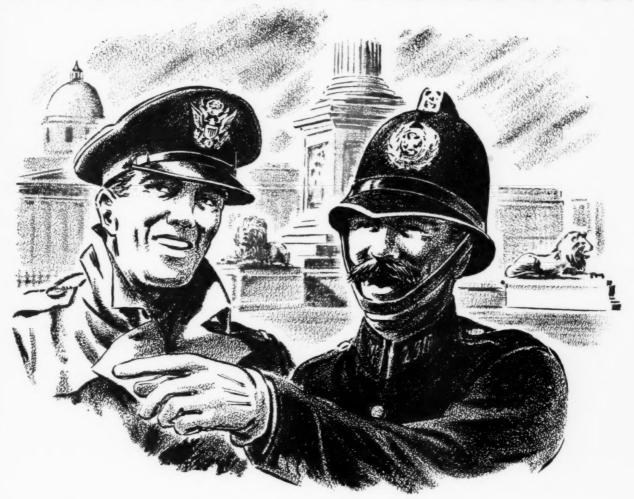
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### INTERNATIONAL COOPERATION



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Today the paper industry is seriously affected by wartime scarcity of wood and

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MAY, 1944

### INCREASED POSTAL RATES

Congress Authorizes Increase to Take Effect March 26th

WASHINGTON, D. C.: New Tax Law includes an increase in postal rates



STAMPS AND BONDS FOR VICTORY

## All your customers will want to know about the new postal rates

The new, higher postal rates, which went into effect March 26th are of vital interest to every business firm, large or small. They are clearly listed and explained in the U. S. E. booklet "NEW Postal Rates," . . . designed for your use—to help you help your customers and prospects get the correct and complete information on this important subject.

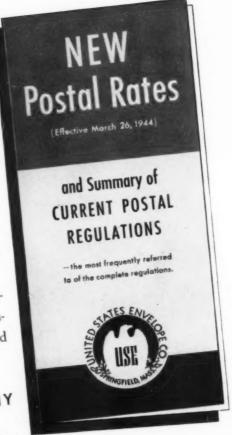
Features include a comparison between the old and new rates—and a page-by-page detailing of each mail classification, including air mail. As a plus, we have added data affecting all classes of mail to service men.

Your paper merchant has copies of "NEW Postal Rates" for you and your salesmen. Ask him now for these aids to better customer relationships.

Ask your distributor, too, for copies of "Envelope Limitations." It gives the whole of recent Government rulings concerning envelopes—something mighty important to you and the people you do business with.

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Present & Post-War Question No. 1

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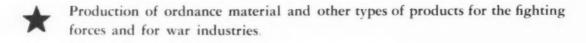
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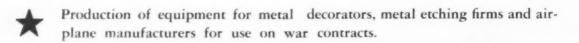
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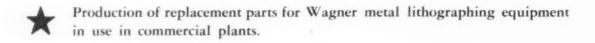
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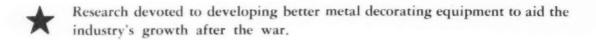
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# WAGNER'S \* \* \* \* PROGRAM









This four-star war program, utilizing every facility of the Wagner organization, is serving to demonstrate in many new ways the quality and precision of Wagner products. Whether it be ordnance material or metal decorating equipment manufactured on priority orders — high quality, precision, and dependability are still built into all Wagner products.

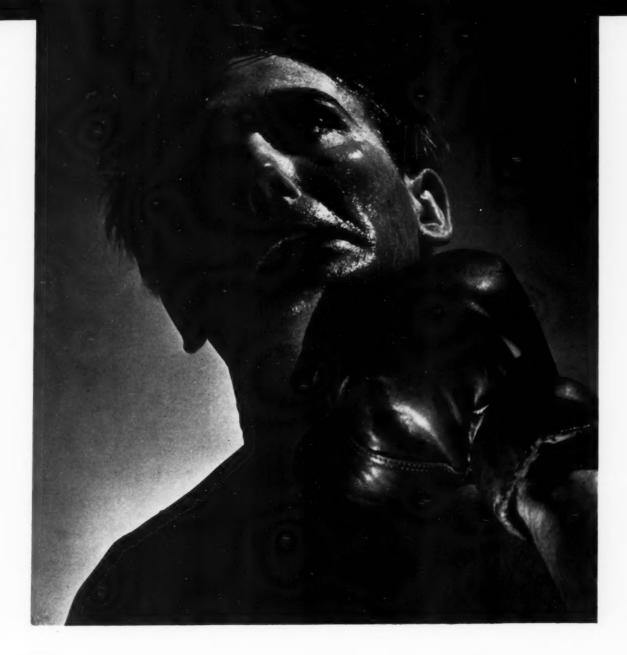
In the midst of peak manufacturing activity we are not overlooking development work on improvements in metal decorating equipment to aid in the growth of the industry after the war. Upon request we will be glad to consult with you regarding postwar equipment planning, adequate maintenance program for your present Wagner equipment or the necessary priority requirements to buy new equipment at this time.

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### Get tough with your image

This is no time to fiddle-faddle.

Time is precious.

So are materials.

If the image on your plates starts going soft on you . . . won't stand up under the long runs you have a right to expect . . . get tough!

Speak up sharply, such as:

"Lookie here, Mister Image, if you think you can quit on me now . . . fade out of the picture just when I am busiest and need you most . . . you got another think coming!"

Then sit right down and send Roberts &

Porter an order for Harris V-Coat . . . the coating solution which will make Mister Image stay put.

Harris V-Coat is a complete replacement for albumen plate making solutions with many added advantages:

- (1) The images are tough . . . give long runs
- (2) It will not spoil
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- (4) Not affected by climatic changes
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- (6) Prevents plate spoilage.

Try V-Coat . . . its performance has been proven . . . Order from Roberts & Porter . . . we're agents for all Harris Litho Chemicals.

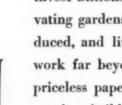
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LOUIS TRAUNG President LITHOGRAPHERS NATIONAL **ASSOCIATION** 

HIS year may well go down in history as one of the most critical in the life of these United States. Today, over ten million of our



fine youth face the fury of our enemy on every fronton land, in the air, and on the sea. The supreme effort of our fighting men must be matched by those enterprises producing the implements of war. The lithograph industry is proud of its role, of the part it is playing in the great drama.

Members of the Lithographers National Association have contributed thousands of their highly trained technicians to the armed forces, and have without stint offered their facilities to produce vast quantities of vitally needed material. These products have been manufactured for almost every agency of the government, including the military services, oftentimes at great sacrifice by the lithographer. This important service being rendered by our membership, has, to a great extent, been made possible through the spirit of cooperation which permeates the organization. Our singleness of purpose today—that of winning the war-has bound us together in a common cause, united for humanity's sake. Our problems of tomorrow, the battles of the postwar years, must be coped with in the same manner-with energy, ingenuity, and above all-unselfishness, if we are to keep faith with our boys who rightfully expect to resume their former positions in our factories, offices and laboratories.

It is with that realization of the important job to be done we again foregather at Chicago to formulate ways and means, and to plan for the future of our industry in a changing world.

The inspiring leadership of the Lithographers National Association has been deeply impressed upon me during the twelve months it has been my pleasure and privilege to serve as its president. During this time, I have been afforded a splendid opportunity to observe and appraise the real value of the Association and of the Technical Foundation to our industry. The whole-hearted cooperation and the warm and friendly assistance rendered to me by the members has proven to be a most gratifying and heartening experience.

AYBE it is war nerves generated by the very obvious preparations for the initiation of the long-expected West Wall invasion, but it just does not seem to us that all of the dire things are actually going to happen to the lithographic industry that one hears talked about in various places. The lithographic industry is gathering now in Chicago to discuss many of its important problems, both current and post-war, and perhaps out of this meeting clearer guidance and clearer information will

Elsewhere in this issue of Modern Lithography there is discussed the post-war problem of returning employees and the supposed "invasion" of our industry by some thousands of men who one way or another during the war period have had an education in lithography, either a fairly thorough one or a mere smattering of superficial knowledge. The remark was made to me the other day that in the next ten years there would be at least 2,500 additional lithographic plants, operating in competition with the older units in the industry. Then there is the alleged destructive influence of millions of dollars worth of government printing and duplicating machinery which it is stated will be surplus equipment and will therefore be up for disposal following the war. Then on top of all these will be the problems of reconversion from war to peace-time markets, not only among lithographers as an industry but, perhaps more importantly, these problems as they develop in our important customer fields.

We shall not attempt to catalog all the various classes of problems because the above suffices to show the many fields in which they occur and a little reflection on some of these will show the complexity of the probable solution. We will all admit that we do have problems now and we will probably have more of them after the war. but at the same time we cannot help but comment that we have always had problems and perhaps one of the most impor-

tant factors which in the past 25 (Turn to Page 91)







## **LNA War Conference Opens in**

HE whole gamut of today's wartime problems, and those which must receive consideration for tomorrow, is being run at Chicago. Monday, Tuesday and Wednesday, May 8, 9, and 10, as the Lithographers National Association stages its Third War Problems Conference. Being held at the Edgewater Beach Hotel, the conference was actually scheduled to get under way Sunday evening May 7, with a dinner meeting of the Bank Stationers Group of LNA and other bank stationers who wished to attend. Milton P. Thwaite, Dennison & Sons, Long Island City, past president of the LNA, was to preside, as problems in this field were aired.

Monday Morning

The program opens on Monday morning with an address of welcome by Louis Traung, chairman of the board of Stecher-Traung Lithograph Corp.. San Francisco and Rochester, who is completing his first term as president of the LNA.

Following Mr. Traung's address, A. E. Giegengack, Public Printer, will discuss Government Printing Office contracts with lithographers and the outlook for volume in this direction in the future.

Paper as a strategic material and the supply and demand situation on this commodity will be discussed by Rex Hovey, director of the Paper Division of the War Production Board, followed by a talk by Robert D. Ross, R. R. Donnelley & Sons executive who is serving as assistant director of the Printing and Publishing Division of WPB. Mr. Ross will give a broad picture of war regulations affecting the lithographic industry, including paper, metal and container orders.

Monday Afternoon

In the afternoon of the opening day, Lt. Col. Fred W. Mast, executive officer of Army Map Service, will discuss that huge Washington wartime lithographing plant and its contracts with commercial lithographers. He was expected to tell of an expanding map program and of increasing demands to be made on the commercial industry as manpower is drained from the Army Map Service and as total demands increase. He was also expected to review the tremendous job the commercial industry has done so far in the war, and to show samples of military maps.

The remainder of Monday afternoon is scheduled to be filled with discussions of salary and wage stabilization regulations, War Manpower Commission activities, and Selective Service problems. Speakers for this session were to be drawn from government regional offices functioning in these fields. W. Floyd Maxwell, executive secretary of LNA stated that these speakers would be practical men who are familiar with the problems of lithographers in these fields.

Monday Night

Monday night is to be an informal "smoker session" for a general exchange of information in trade problems, and war regulations. Mr. Maxwell was to preside and was to be assisted by T. M. Flavell and Ed Morris of the New York LNA headquarters.

Edgewater Beach Hotel is scene of third wartime meeting of LNA to tackle trade problems

### Chicago

### **Tuesday Morning**

Tuesday morning the program will get under way with a talk by Howard T. Hovde, consultant, Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce, whose subject is "Hats Off to the Past—Coats Off to the Future." Mr.

Hovde, who has been heard at a previous LNA convention, will discuss the problems of conversion facing lithographers. He was expected to point out that the conversion problem in this industry is not one of changing over machinery to produce a different type of product, but rather a problem of readjusting selling technique and market research to meet the new conditions which will follow the war's end.

Following Mr. Hovde's talk will be a report to be made by an officer of the Lithographic Technical Foundation. which is currently conducting a drive to enlarge its fund to permit a wider program of research. The foundation's annual meeting during April was recessed, and it is expected that election of officers will be held sometime during the Chicago meetings. Some announcement of this may be made at this time.

Tuesday morning's program will be completed with a discussion of advertising and marketing as it is shaping up for the coming era. The need for a completely new selling approach and new analysis of the market is expected to be stressed. The speaker for this subject was to be announced.

### Tuesday Afternoon

A discussion of the relief provisions of the excess profits tax law was

scheduled for Tuesday afternoon. The speaker will be Harold K. Marks, a partner of the accounting and auditing firm of J. K. Lasser & Co., New York. He is a Certified Public Accountant of New Jersey and California, and is active in regional and national accounting and tax organizations, as well as being a contributor to the book "Your Income Tax."

The balance of the time Tuesday afternoon will be devoted to a series of brief talks on the supply situation and the outlook for new products when present regulations are removed, by representatives of supply and equipment manufacturers, R. V. Mitchell, president of the Harris-Seybold-Potter Co., Cleveland, is to preside.

### **Annual Banquet**

The annual president's cocktail party is scheduled for early Tuesday evening, through the courtesy of the Harris company. This will be followed by the annual banquet with dancing and entertainment. Refreshments will be by courtesy of the Arvey Corporation of Chicago and Jersey City, N. J.

### Wednesday

The Wednesday program will be the annual meeting of LNA members and directors with election of officers. This meeting will be closed to the general industry. Mr. Maxwell said.★★

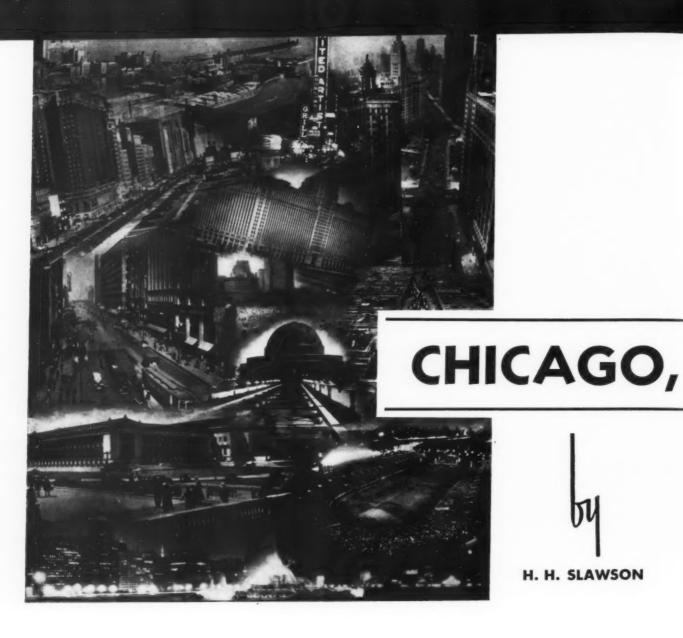
### Point of Purchase Ad Institute Meets May 9

The annual meeting of the Point of Purchase Advertising Institute will be held at the Edgewater Beach Hotel, Chicago. Tuesday, May 9, during the LNA War Problems Conference at the same place. It will be a luncheon meeting scheduled for 12 o'clock in the Berwyn Room of the hotel. The program is expected to include a report of the year's activities and election of officers and directors.

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Ralph W. Thomas, Forbes Lithograph Mfg. Co., Boston, is president of the institute. Other officers are Lloyd Grisamore, Arvey Corp., Chicago. vice president; and George L. Rose, Mounting & Finishing Co., Brooklyn, secretary - treasurer, Directors include George Kindred, Kindred MacLean & Co., Long Island City, N. Y.; John Wolfe, Wolfe Printing Co., St. Louis; George Phillips, Cluett Peabody & Co., New York; A.

E. Haase, Vick Chemical Co., New York; Charles Solomon, American Safety Razor Co., Brooklyn; and D. C. Ozman, Chicago Cardboard Co., Chicago. Edward T. Sajous is executive secretary. Mr. Solomon was recently elected to fill the vacancy on the board occasioned by the resignation of George DeVeer, Bauer & Black Co., Chicago, who left the advertising department of his firm.



ACK of workers rather than lack of work constitutes the current big problem of Chicago lithographers, a survey of industry conditions in the Windy City, made last month, reveals. In this respect out-oftown lithographers attending the L. N. A. convention at the Edgewater Beach Hotel will doubtless find the situation in the nation's largest printing center comparable to that in their own home towns. Chicago's experience will, however, not be without interest.

Indicative of the tight manpower condition was the War Manpower Commission's recent order declaring Chicago to be a No. 1 critical labor shortage area. This has been bitterly disputed by Chicago industrial leaders, who point out that application to the state department of labor for unemployment benefits were being filed during March at the rate of

2,000 a week. No lithographic craftsman however, need go jobless in Chicago as the innumerable "Help Wanted" ads in local newspapers attest

Intensifying the labor supply picture has been the Selective Service demand for men under 26 and for older married men. Until this procedure was adopted, most lithographers were getting by largely by replacing their losses with women, older men, and men not fitted for military service.

In the married men category are found experienced executives on whose training and judgment the successful operation of so many plants relies. And here, too, are the pressmen, artists, cameramen and platemakers who make skilled mechanical production possible. When the call to service for these craftsmen started, the Chicago lithographic

manpower problem really began to hurt.

Considerable assistance was afforded through the filing of replacement schedules, whereby, instead of seeing their workers called up in bunches, it was possible to release the draftable men in an orderly manner with the least possible disruption of plant operations.

Local draft boards, for a time, observed such schedules closely and few complaints were heard. Under a more recent regulation companies having more than 20 draftable employees no longer get much benefit from replacement schedules, however, and in order not to lose key men in groups, executives have been forced to spend much time and effort personally presenting their hardship cases to local draft boards.

Prosecution of the war comes first, however, while no Chicago plant has

### 1944 . .

### A Lithographer's-eye view of the situation today in the middlewest's litho capital

yet been forced to close for lack of men to run the place, curtailment of operators in some cases seems inevitable, a fact to which the industry is becoming reconciled.

Introduction of the 48-hour week in Chicago in mid-January caused little disturbance in the industry, it is said. Most large plants had been doing considerable overtime and since this resulted in swollen pay checks, little discontent ensued among employees.

The longer hours, where they had not previously prevailed, have helped to get out more work and thus, in a way, the 48-hour week has compensated in some measure for the labor shortage. To stretch the labor supply, also, some concerns are working fewer shifts at longer hours. Where, for example, three 8-hour shifts were formerly the practice, two shifts of 10 hours each are being operated. The

two-shift plant may now be on a longer, one-shift schedule and the one-shift shop may be providing plenty of overtime. There's no grumbling in consequence and everybody is rejoicing that at least there are enough men to keep going under the curtailed program.

Prior to introduction of the 48-hour week the Chicago office of the Lithographers National Association arranged a meeting at which Thos. H. Wright, deputy area director, WMC, outlined the nature and purpose of the new rule and explained how the industry might best operate under the regulations. Further clarification was given the problem of making adjustments in a spirited question and answer session following his talk.

About the same time the Graphic Arts Association of Illinois issued a bulletin explaining how to comply with the new directive and these two efforts, the bulletin and the LNA meeting, contributed immeasurably to the subsequent successful application of the new 48-hour rule.

No labor disputes currently affect the Chicago manpower problem, and only recently the Chicago Lithographers Association, representing management, completed negotiations with Local No. 4, A.L.A.. in which mutual agreement was reached on a 10 cents per hour raise for all craftsmen. Both groups united in presenting their case to the War Labor Board, whose disposition is, as this was written, being awaited. Last fall a similar agreement was reached on a small raise for helpers and others.

REGARDING the volume of work being done in Chicago, lithographers were quite generally agreed that, were it not for government jobs, business would be rather slack. Viewing the manpower shortage, this situation is not causing complaint.

Greeting card publishers have been affected by limitations on their use of paper stock, but, on the other hand, stationery lithographers have been enjoying a small boom in V-mail stationery. The "Food-Fights-For-Freedom" promotion of the War Food Administration is producing some

new business from food processors who are sponsoring the posters for this project. Some of their print orders are running into the millions and are keeping presses running in many cities besides Chicago.

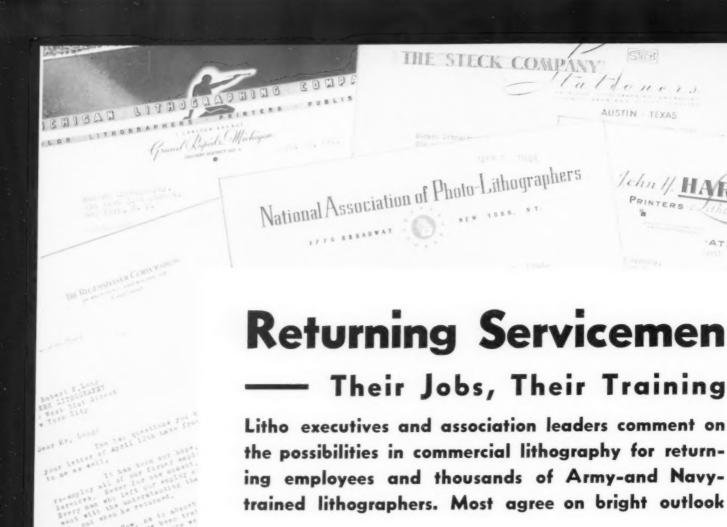
The "Perfect Shipping Month" promotion of the Association of American Railroads, and other privately sponsored projects, all tied in with the war effort, have called for posters in large numbers. Examination of exhibits at the show of the Art Directors Club of Chicago, held at the Art Institute during April, revealed that commercial printing is still being called for. But on the whole, lithographers feel that this business "aint what it used to be."

When Chicago was declared a No. 1 critical labor area it was feared that, as provided in the regulation covering "war materiel" no new printing contracts would be placed here if production facilities could be found in less critical labor areas. While the government printing is practically all directly related to the war effort, it is being done for many government departments and agencies not directly connected with military operations and under interpretations of the law covering placement of new contracts, this work is not regarded as "war work," in a class with plane, tank and gun production.

Most large printing centers are in the same boat with Chicago with respect to labor supply, so it would probably be difficult to find a "less critical labor area" to which Chicago contracts could be shifted. Unofficially, too, it is felt that where such highly skilled and exacting jobs as map making, for instance, are involved, Chicago plants which have, over two or three years, demonstrated ability to handle production capably, would not be deprived of further contracts in favor of untested litho plants in other cities.

AINTENANCE of equipment has become a big problem throughout Chicago shops. Constant use of presses is causing frequent breakdowns, resulting in production time loss until priority questions are set-

(Continued on Page 95)



ORMER employees of lithographing firms, who are now serving in the armed services, will find jobs waiting for them when they return, lithographers generally agree, and those other thousands who have been trained in lithographic work by the armed services should not have much trouble finding a place in the greatly expanding lithographic industry. This is the trend of thought among lithographic executives and trade association leaders in all parts of the nation surveyed during April by Modern Lithography.

There are an estimated 25,000 men (although some say this figure is high) in the armed services who have been trained in lithographic work or who were formerly employed in this industry. Many of these are in mobile field units operating small compact equipment, while others are located at bases where larger stationary equipment is operated. Some are trained in color military map work in fine screen, and others have been

trained chiefly in black and white reproduction. Relatively few have had military training in color process reproduction. The question of how much, if any, additional training they will need is involved in the larger problem of their employment on returning to civilian life,

From discussions with these men and from correspondence, it has become apparent that many of them are looking to the commercial lithographic industry for employment after the war. The percentage which will seek jobs in our industry is, of course, unknown, although any substantial percentage of the total would be a considerable number of men.

Many lithographers are conscious of the legal and moral obligation to these men and the question of their absorption in the commercial industry following the war has been widely discussed. Following are excerpts from letters received by Modern Lithography dealing with the question. These opinions are the first, to

our knowledge, that have been collected and published concerning this question. Space limitations have naturally made it impractical to seek opinions from more than a cross section of the trade. However, in following issues of this magazine we will publish additional comments from others in the trade who may be interested in furthering this exchange of thought.

The letters and their writers follow:

Louis Traung, Chairman Stecher-Traung Lithograph Corp. San Francisco and Rochester Pres., Lithographers Nat'l. Ass'n.

I would say our industry can and will gladly re-employ all of our employees who have entered the Armed Service of the United States. Most assuredly the Stecher-Traung Lithograph Corporation will employ each and every former employee as they return.

Now about your question No. 2— What are we going to do about the absorbing of thousands of new men, who have their eyes on our industry, and who have been trained by the



Army and Navy in the use of the most modern lithographic equipment, and will these men need additional training for commercial work, I will answer that question as a whole, and not specifically about needing additional training.

In regard to absorbing the new men who are being trained in the Army and Navy in the use of modern lithographic equipment, I am sure the lithographic industry will need them all but they will need further training in the different processes we use in commercial production, such as labels, advertising, magazines, etc.

Of course there will be some mortality both of the old employees and the newly trained men, and there will be some who will not want to continue in the lithographic industry, some will be incompetent and even some of our old employees will not want to return, so we can say that of these men being trained by the Army and Navy in the lithogra-

phic industry, about fifty per cent will not be available as employees. Most assuredly they will be of greater benefit to the employer than green help. As I am very optimistic about the future of offset lithography in the post-war period, I feel the absorbing of these men in the lithographic industry will be a good thing.

#### Theodore Regensteiner, Chairman Regensteiner Corporation Chicago

The two questions you bring to my attention in your letter of April 12th have from time to time occurred to me as well.

It has been our hope, plan and intention to re-employ all of our former employees who are now in the Armed Services. Never for one moment, did we think to do otherwise. Every man who left our employ as he was called, or enlisted, went with the understanding that his job would be open to him if, and when he returned.

Now, as to absorbing new men, I am not so certain that those who have been trained in the Government Service would fit into our plant, where we specialize in color work, and not in commercial work. It takes a certain amount of skill and many years of training to perform this work efficiently and those men would perhaps best serve their own interests and the firms who will employ them by applying for positions in regular commercial houses rather than in color houses. I do know they would require additional training to do their work satisfactorily in our own plant and they would be practically apprentices for several years. There may be a few exceptions to this rule. but on the whole. I feel that a man who has been trained in that one line will find it rather difficult to adapt himself to new work, new methods and different machinery than that used in the Army.

Just now, the thought uppermost in all our minds is for the war to come to a speedy and successful end and when times are normal once more and as we are all hopeful, prosperous, with plenty of work for everyone, there will be a great demand for experienced and skilled men in the printing and lithographing field and it goes without saying that we will be very happy to employ as many new men as we can possibly place, giving those who have already some experience, preference.

### Horace Reed, President Niagara Lithograph Company Buffalo 13

The problems to which you refer have been receiving quite universal consideration.

It has been, and still is, our expectation that men who have left us for the Service will be given employment when they return. There will be no difficulty in some departments but it is apparent that there will be complications in other departments. A great deal depends upon how many will want to return to their old jobs.

We have already placed our orders for additional equipment dependent, of course, upon conditions as they develop later on. Many lines of business are going to be handicapped by limitations of accumulated reserves due primarily to increased taxes.

It is our expectation to expand in some of our departments and, here again, we will be controlled by the availability of new equipment.

#### Harry E. Brinkman, President Foto-Lith, Inc. Cincinnati Pres., Nat'l Assn. of Photo-Lithographers

As president of NAPL I have received quite a few letters from men in service; men who are reading our trade magazines; and who are at present being trained by the Army in the lithographic process. These men invariably say that when the war is won they intend to continue in the lithographic business.

It can be seen from these letters that these men are very conscious of their future, and believe, as all of us do, that lithography has a bright future and is a fine business with which to be associated. (From a talk before the recent Chicago conference of NAPL.)

### Trowbridge Marston, President Kaumagraph Company Wilmington, Del.

Speaking for the Kaumagraph Company, we do not anticipate that we are going to have difficulty in re-employing the young men and women who left our services for Uncle Sam.

We have developed a number of processes during the last three or four years, which will absorb, we believe, every one who has worked for us in the past and a good many who have never worked for us at all. We expect that the majority of our men and women will return to us.

I have made it my personal business to keep in touch with these people, and have many letters from them indicating that they are looking forward to the day when they can come back to Kaumagraph. In fact, a number of our men have written me that the assurance that they were going to have a job waiting for them after the war has meant more to them as a morale supporter than anything which has happened to them since they entered the service.

Knowing this, I have repeated from time to time in my letters, and in our employees' magazine—Kauma-Craftsmen—the statement that jobs were ready for them.

This company has done a great deal of work in preparation for the postwar period. We have fully developed plans covering sales, new plant equipment, rehabilitation of existing equipment, and improvements to our buildings and grounds. We have every reason to be optimistic in regard to the future.

### John H. Harland, President John H. Harland Company Atlanta, Georgia

The officers of our company feel very keenly the obligation resting on us as far as the twenty-three men from our organization now in the service are concerned; no doubt this opportunity to do our bit is one of the *musts* which became a vital part in the planning of our entire industry as soon as we began loaning our men to Uncle Sam.

In our regular bulletins that are mailed to all corners of the globe we continue to assure them of a warm welcome on their return home to our plant. We do not for a minute overlook the fact this in due time will bring many problems most of them calling for the answer from our sales department.

It isn't easy for the sales manager these days to keep his men on their toes when they, of necessity, are forced on account of the cut in paper tonnage and the inability of our plant management to locate experienced workmen, to resort to negative selling.

We try not to forget or let our sales force forget that a very different day is coming; however, by keeping up our contacts the all important department of sales should be prepared and ready to take full advantage of postwar days when manpower and supplies will again be available and we through our own efforts must be in position to welcome with open arms the workmen we had trained, many of them returning with the added experience of working with the very latest in lithographic equipment.

Undoubtedly some of our men on their return will go into other lines of industry; to offset this there will be a large number of men who have had some training in the army, who will be available even though they will doubtless require additional training in commercial work; the industry should make every possible effort to attract many of these men for work in our plants.

### W. Floyd Maxwell, Exec. Sec'y. Lithographers National Association New York

You ask for comment on two questions:

- The re-employment of former employees in the individual lithographic plants of the industry as provided for in the original Selective Service Act, and
- The absorbing of new men who may have a desire to come into the industry and who have at least a modicum of lithographic training during their military activities.

It isn't probable, of course, that each individual lithographic plant will in the post-war period face the same set of conditions. The follow-

### **Army Training**



Above is an offset press at Camp Davis, N. C. one of scores of Army offset presses operated in this country and abroad. (U. S. Signal Corps photo by Sgt. Robert Tacey.)

ing remarks are based upon the general industry picture as we view it.

With respect to the first question, almost without exception the lithographers we have talked to view the problem of returning employees not as an obligation but as a "blessed event." An industry, which has today a considerable proportion of its productive equipment under canvas because it cannot find competent. skilled men to operate it, isn't spending much time in worrying about what to do with former employees who over a period of time had demonstrated their capacity to do fine work. We believe that these men, if they are not physically or otherwise seriously incapacitated, will be welcomed with open arms by their former employers. In fact, in many individual plants we know of, the officers are in constant contact with all of their former employees who are in the service, and they see to it that these men get letters of encouragement at frequent intervals. They are likewise telling these men that they are looking forward to the day when they can return to their civilian jobs.

As for the second question, there will undoubtedly be serious questions to be met in the proper absorbing into this industry of men who are only in part educated in the lithographic processes. You have mention an estimate of 25,000 such men. We have heard this figure before and are not altogether sure where it comes from, and are inclined to raise our eyebrows concerning a figure so large.

### **Navy Training**



This scene is from a Navy offset plant at White Plains, N. Y. which is typical of Navy reproduction plants where men are trained in lithographic work. (Official U. S. Navy Photo.)

In some discussions of this problem, we have recently listened to, we have detected a defensive approach to this problem. In other words, the gist of the argument followed the line of what we could do to protect ourselves against such an inroad.

In our estimation, no more serious mistake can be made by this industry, or by any section of American industry, than such an approach to its postwar manpower problems. One of the very important things these men have been fighting for is the continuance of a fair and open opportunity, both for themselves and for any other citizen of the United States, to find a place in the business and industrial life of the nation.

If there are men in the armed forces who have had some training in lithography, and they haven't any regular jobs to go back to, or if they feel having had a taste of lithography they want more of it, then it is our job to find ways and means of completing the training of these men so that they can have an opportunity to prove their worth.

Many may think that there is a limit to the number of men we can absorb, and, of course, there is, but on the other hand at a time when perhaps the most critical bottleneck this industry faces is an acute shortage of skilled employees, it is difficult to get too excited about the possibility of building for the future an adequate supply of competent, skilled men. It seems to me that the chief problem is one of whether or not this industry can and will face the important prob-

lem of training and not a problem of what to do about a group of men who come knocking at our door seeking employment.

In connection with this problem of training, there is a fundamental obligation resting on every lithographer in the country to accept his individual responsibility as a part of the industry in furthering such a program. The facts of the past indicate very clearly that a relatively small handful of the lithographers in the United States have done a major share of training of skilled men for the entire industry. This situation is intolerable, it is unfair, and if perpetuated in the postwar period will be a serious limiting factor at a time when lithography is perhaps poised on the greatest period of growth in its history.

### G. W. Mathison, Vice President Michigan Lithographing Company Grand Rapids 6, Michigan

One-third of our personnel has at this time entered the armed services with several others about to be inducted. Our company will be only too happy to have all of our men back that are now serving with the armed forces and look forward to the conclusion of hostilities with anticipation.

Regarding the training that men are receiving in various branches of the service, I think it will depend entirely on how much knowledge they have picked up as to whether they can step in and fill positions in the lithographic industry with the training that they are receiving. From information I have received, it is my understanding that most of the work being done now in the armed forces is black and white, with some color work and very little process work, that is, process color work. I imagine a great many plants will be able to use these men where they are using straight line work or color work, but they will no doubt need additional training. I think, however, the knowledge that these men have picked up in lithography will be a great asset to the industry as there are very few apprentices being trained at the present time due to lack of personnel.

As far as our company is concerned, I think practically all of the men will want to come back as most of our men are stating this in their letters and I think that most of them feel that hostilities cannot end too soon. The lithographic industry as a whole has done a most commendable job in helping the war effort, producing a great many war items as well as many civilian items, most of this being done in spite of reduced or inexperienced personnel.

We are hoping that a year from this time when we again gather we can discuss the victory of the United Nations and the many new developments that this victory is sure to bring.

#### Walter E. Soderstrom, Exec. Sec'y Natl. Assn. of Photo-Lithographers New York

We believe that all of the members of the NAPL are hoping that men who left their employ for military service will return after the war is over. Obviously, there will be the problem of adjustment between new and old employees but if the volume of business which we anticipate after the war develops, there will be little difficulty of adjustment of manpower.

The industry has long been woefully short of skilled craftsmen and therefore top men will readily find positions for themselves. The problem, as we see it, is not can we absorb men discharged from military service, but rather, where will all of the help come from to man the many small plants which no doubt will be established after the war.

We believe every lithographer should be training apprentices today for the postwar manpower supply.

### E. W. Jackson, Vice President The Steck Company Austin. Texas

In reply to your letter of April 10 regarding the outlook for the 25,000 men in the armed services who have been trained in lithographic work and the two questions you asked, I should like to comment as follows:

1. I do not think it will be difficult to re-employ former employees coming back to our plant. Not near all

(Continued on Page 91)

# ml visits CROWN

BALTIMORE is sometimes termed the capital of the metal lithographing industry, and the plant of Crown Cork & Seal Co, in the Maryland city, is typical of the large lithographing plants whose commonplace products, such as containers and closures, have become vital cogs in the war machine.

Crown operates one of the largest metal lithographing plants in the country, and the photographs reproduced on these pages show this plant at work today, little changed from peacetime, except for the appearance of women in many of the jobs formerly handled by men.

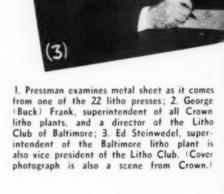
"We are lithographing the same type of product as before the war except that in place of prime timplate, we have been obliged to substitute blackplate," a Crown spokesman said, explaining a wartime condition that has prevailed throughout this branch of the indusry. However, electrolytic timplate is used on items like food caps permitted by the War Production Board.

Extra operations have been made necessary by the use of reject blackplate with its poor surface. A basecoating of neutral gray is applied. and subsequent inks naturally lose much of the brilliant quality which is the mark of good lithography on prime tinplate. The biggest problem with today's materials is to simulate the appearance of lithographed prime tinplate.

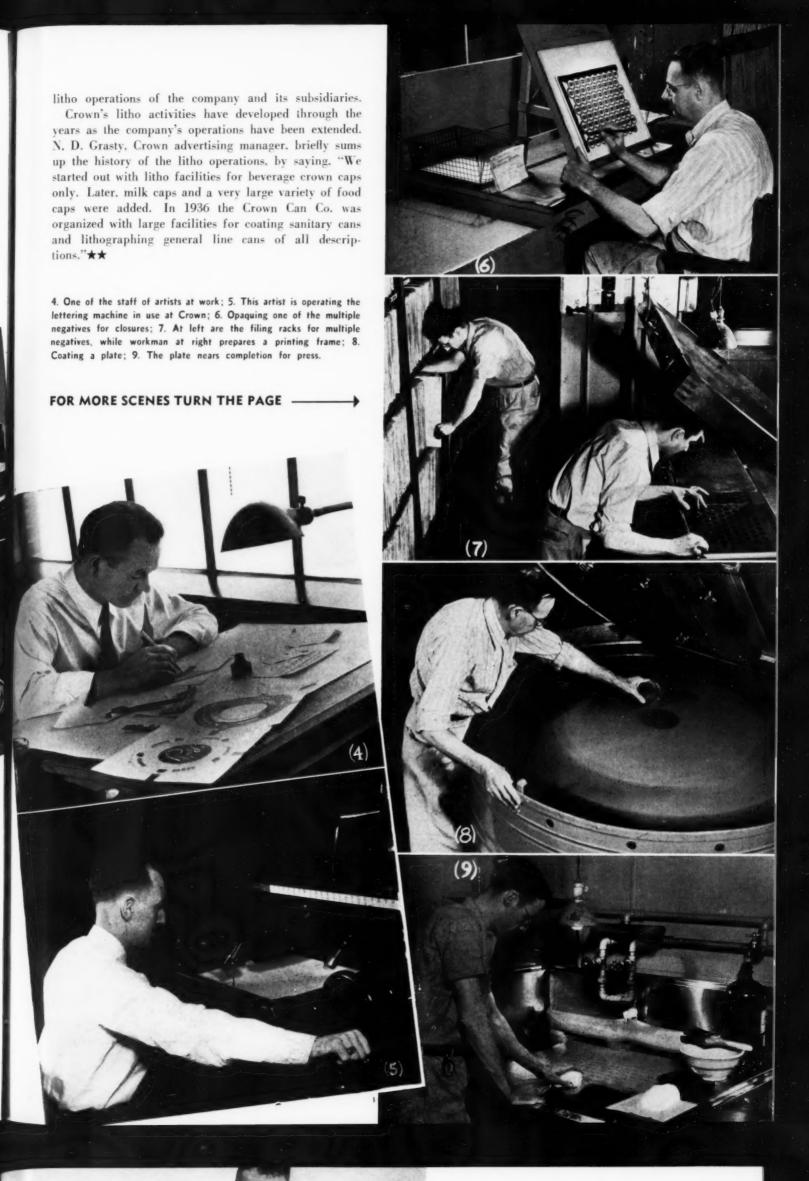
The lithographing operations of Crown's Baltimore plant are under the supervision of Edwin A. Steinwedel. Equipment includes 22 single-color and tandem litho presses and regular drying ovens. In addition, 19 coating machines and ovens are in operation. Supporting these presses and coating machines are complete facilities for art, photographing and platemaking.

For many years Fred W. Green operated the lithographing department in Baltimore, and is now acting in an advisory capacity. Mr. Green has long been prominent in the metal decorating field, and is a director of the Litho Club of Baltimore.

Besides this Baltimore plant, the Crown company, through its subsidiaries, also operates a number of other metal lithographing plants. Crown Can Co., with headquarters in Philadelphia, has a plant in that city, and in Chicago and St. Louis. The West-



ern Crown Cork & Seal Co. operates litho plants in San Francisco and Los Angeles, while the Crown Cork International Co. has plants in Toronto and Montreal. George A. (Buck) Frank is in charge of all



# women at

Women are now doing many jobs at the big Baltimore plant formerly done by men. The first three scenes on this page show various platemaking operations. The fourth shows a girl preparing a blanket for the press by cutting, squaring and fastening. Bottom row shows (left) a litho varnish and coating machine with girls handling the heavy metal sheets, and (right) trimming and lacquering the metal sheets. (Other photos on preceding pages).





Removing a cellophane proof from a Vandercook proving press equipped for pulling transparent impressions.

This method of converting letterpress plates should find expanding usefulness as offset's scope broadens

N modern offset lithography there are primarily two methods of obtaining reproductions from letterpress forms. One method is to print the form in black ink on white paper. getting the best possible proof, and to photograph it, using the negative thus obtained.

The second method is to print the letterpress form on a transparency so that it has maximum opacity and to use this film as follows:

(1) For making contact prints on zinc lithograph plates for the deep etch process.

(2) For contact printing on sensitized film or glass to make a negative. The negative in turn is used for contact printing on zinc plates for lithographing, by albumen process, or for contact printing on copper or zinc to make duplicate letterpress plates of type, line cuts or halftones.

(3) For converting halftone letterpress color process plates to lithograph plates.

A transparent impression is an opaque proof of a letterpress form. exactly reproduced on a sheet of cellophane or glassine.

A method of obtaining the necessary opacity is to print the form direct on a rubber offset blanket on the proof press-three impressions being made. The cellophane or transparent sheet is then carefully placed

### By CLIFTON KIRKPATRICK

in the press and printed with two impressions in exact register. The result is a transparency with maximum opacity of the printed section of the sheet. This opacity is further intensified by dusting with a mixture of half lamp black and half talcum powder.

The method of pulling a proof on white paper, being photographic, affords flexibility as to the size of the resultant negative. It necessitates an extra operation with a camera and permits an opportunity for variances from copy that is not present in the second method.

THE use of transparencies in the making of offset plates, when properly carried out, means the exact reproduction of the transparency since it eliminates any photographic operation and results in an accuracy that makes the reproduction of forms containing four-color process halftones absolute and practical.

Any process that is so accurate as to permit the conversion of letterpress forms containing process plates. opens up expanded markets to the offset lithographer.

A present notable example is the method used by one large national magazine in converting the original

letterpress forms prepared in Chicago to transparent impressions and shipping them by air to the west coast as soon as the proofs are pulled. The plates are made on the west coast for offset and are available in plate form only a few hours after the transparencies are made in Chicago. The saving in time and cost over other methods is apparent. The resulting job is exactly the same as the original. These same methods are also employed in the publishing of editions in foreign lands.

THOUGH the general use of transparent impressions in making offset plates covers a comparatively short period of time, it has had wide acceptance, and considerable progress has been made in simplifying the mechanics of proving.

There is nothing complicated about the production of transparent impressions. It does, however, necessitate extreme carefulness, the same knowledge of makeready that is present in the preparation of forms for printing, and proving equipment of positive accuracy.

It is readily seen that the press used in the production of transparent impressions must afford the most exacting register, particularly if it is to be used in the reproduction of process color plates.

The equipment for making trans-

### TYPE FORM IMPRESSIONS

Comparison of steps involved in reproducing type forms, at same size, by lith. ography.

#### ALBUMIN PROCESS

Conventional Method

(Requires complete camera and darkroom facilities.)

- Typesetting
- Makeready
- Reproduction Proof (Paper)
- Photography-(camera negative)
- Opaquing
- 7: Platemaking (exposure etc.)
- Stripping

#### Opaquing Stripping

cilities.)

DEEP ETCH PROCESS

Conventional Method

(Requires complete camera and darkroom facilities including contact vacuum frame.)

- **Typesetting**
- Makeready
- Reproduction Proof (paper)
- Photography (camera negative)
- Opaquing
- Photography (contact positive)
- Stripping
- 8: Platemaking (exposure, etc.)

### LINE AND HALFTONE CUTS

Comparison of steps in the conversion of letterpress line and halftone cuts to lithographic images-at same size.

#### ALBUMIN PROCESS

Conventional Method

(Requires complete camera and dark. room facilities.)

- Reproduction Proof (Paper)
- Photography (Camera Negative)
- Opaquing
- Stripping
- 5: Platemaking (exposure etc.)
- Transparent Impression Method (Requires only darkroom facilities and contact vacuum frame.)

Transparent Impression Method

vacuum frame.)

phane)

**Typesetting** 

Makeready

**Typesetting** 

Makeready

phane)

Stripping

(Requires only darkroom facilities and

3: Transparent Impression (Cello-

Photography.(contact negative)

Platemaking (exposure) etc.

(Requires no camera or darkroom fa-

Transparent Impression (Cello-

Transparent Impression Method

Platemaking (exposure) etc.

- Transparent Impression (Cellophane) Photography (Contact Negative)
- Opaquing
- Stripping
- Platemaking (exposure etc.)

### DEEP ETCH PROCESS

Conventional Method

(Requires complete camera and darkroom facilities including contact vacuum frame.)

- Reproduction Proof (Paper)
- Photography (Camera Negative) 3: Opaquing
- Photography (Contact Positive)
- Stripping
- Platemaking (Exposure etc.)

Transparent Impression Method (Requires no camera or darkroom facilities.)

- Transparent Impression (Cello.
- phane) Stripping
- 3: Platemaking (Exposure etc.)

### MUSIC PLATE IMPRESSIONS

Comparison of steps involved in the reproduction of music scores, at same size, by lithography from engraved (intaglio) plates.

### ALBUMIN PROCESS

Conventional Method (Requires complete camera and dark-room facilities,)

- Reproduction Proof (Positive)1 Photography (Camera Negative)
- 3 . Opaquing
- Stripping
- Platemaking (Exposure etc.)
- Transparent Impression Method (Requires no camera or darkroom facilities.)
- Transparent Impression (Negative)<sup>2</sup>

(Requires only darkroom facilities and

Transparent Impression (Negative)

- Stripping
- 3: Platemaking (Exposure etc.)

Transparent Impression Method

contact vacuum frame.)

### DEEP ETCH PROCESS

Conventional Method (Requires complete camera and darkroom facilities including contact vacuum

- frame.) Reproduction Proof (Negative)1 Photography (Camera Negative)
- Opaquing Photography (Contact Positive)
- Stripping
- Platemaking (Exposure etc.)
- 1-The usual method of obtaining a proof from an engraved (intaglio) music plate results in a positive proof.

  2—By taking a surface impression from the engraved (intaglio) music plate a reversal of tones takes place resulting in a negative proof.
- Stripping Platemaking (Exposure etc.)

Photography (Contact Positive)

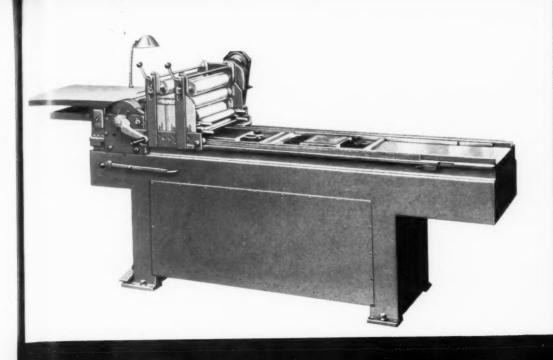
parent impressions generally includes a proof press equipped with offset blanket instead of the regular cylinder packing, capable of perfect register; a viewing cabinet; facilities for dusting and cleaning the transparencies; cellophane .0015 in thickness; transparency ink; talcum powder: lampblack and cotton for dusting and cleaning; and a magnifier.

The actual production of transparent impressions is merely a refined proving operation.

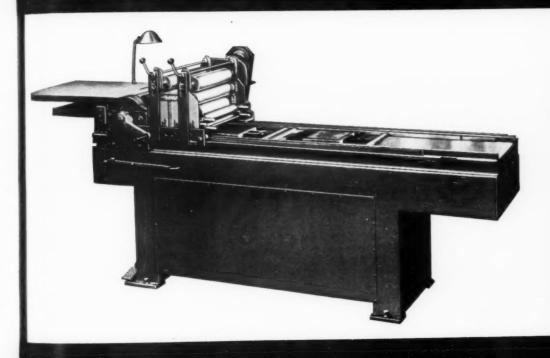
Since the impressions are viewed over a light and through a magnifier. the most minute flaw of every character or screen point becomes multiplied and a fault which could hardly be recognized on a direct black and white proof is obvious on a transparent proof. In consequence it is more readily corrected.

There is an obvious saving in the use of transparent impressions through entire elimination of the camera and the time of photographing. There is an accuracy on the reproduction of same size material. There is sharpness and clearness of type because of the elimination of the intervening photographic process. The accompanying tables show how this method is applied, step by step in three types of work, and a comparison of steps with the photographing method.★★

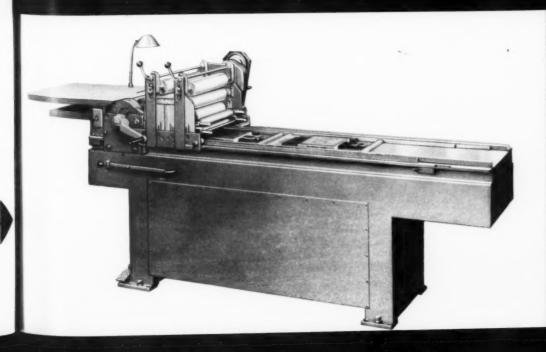
The insert (opposite) illustrates a completed reproduction produced by three methods, a straight letterpress halftone, an offset reproduction from a transparent impression from the same halftone, and an offset reproduction of the same original copy produced in the regular way from a camera negative. This insert was prepared by the author especially for this article and was produced through the courtesy of Vandercook & Sons, Chicago, manufacturers of proof presses.



1



2



is

i-

3

PLEASE TURN TO NEXT PAGE

LHE top illustration on the other side of this sheet was printed letterpress from an original 120 line screen halftone. This type is also printed letterpress. VANDERCOOK Transparent Impression was made from the halftone in Section 1 on the other side of this sheet, with this type, and used to make contact negatives for offset lithographing both No. 2 sections. LHE illustration and type matter in the No. 3 sections are reproduced by photographing both type and illustration for offset plates. The same retouched photograph was used for the illustration as for the original halftone in Section No. 1.

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KODAK DODGING DYE (Crocein Scarlet)— To be applied to negatives or positives to hold back portions which otherwise would print too heavily. One-ounce bottle.

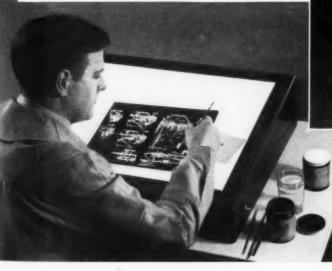
KODAK METHYL VIOLET (Purple Violet)— For staining the metal sensitizer to make the image sufficiently visible for inspection prior to etching. 45-grain tube, one-ounce bottle, four-ounce bottle, one-pound bottle.

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CLEVELAND 5, OHIO



AURICE SAUNDERS, chairman of the board of the Lithographers National Association, returned from Florida the first part of April. While in Winter Park (which he says is a New England town transplanted to the South) he was honored by being admitted as a member of the University Club.

#### ml

Ernie Russell of United Lithograph Co., Erie, Pa., received some publicity recently when he stated that circuses and other entertainment organizations using outdoor posters may not be so liberal in s'apping their traditional red sheets on fences and buildings in view of the paper shortage. They used to have parades, now they have gas rationing. They used to have posters everywhere, now they have paper rationing. They used to have lots of wild animals, now they have meat rationing. They used to have lots of clowns—now they're in Washington.

### ml

Army Motors, the offset publication of the Maintenance Branch of Army Ordnance, Detroit, is beginning its fifth year with the current issue.

### m

Edward D. Wils'n, president of the New York Lithographing Corp. was elected a director of the Knickerbocker Federal Savings & Loan Association during April.

### ml

Stecher-Traung Lithograph Corp., Rochester and San Francisco, has joined the Advertising Federation of America it was announced April 17.

### n

Sum Eney, well-known graphic arts figure in the East, has been confined to his home seriously ill for several weeks.

### m

Last month when we reported on the election of the Lotos Club in New York, the name of Sidney Voice of Consolidated Lithographing Corp. was not included. Mr. Voice is one of the newly elected directors of that exclusive and venerable club. Other officers and directors include Maj. Gen. William Ottmann, and R. R. Heywood, Sr.

### ml

Harry Brinkman, president of Foto-Lith, Cincinnati, was in New York for a week during April, attending to business of the National Association of Photo-Lithographers, of which he is also president. While in the eastern city he attended the meeting of the Supply Salesmen's Guild and a couple of days later attended the luncheon meeting of New York lithographers in connection with the apprentice training program.

#### m

Ralph Honeck, one of the New York reps of Harris-Seybold, etc., got back on the job again during April after undergoing an operation and being laid up for several weeks.

#### ml

Ben R. Hamilton, sales manager of Democrat Printing & Litho Co., Little Rock, Ark., was recently elected chairman of the sales executives' committee of that city's chamber of commerce.

### m

Remember that story of Raritan Arsenal we published last November? It was reported then that the offset presses at the arsenal had been given names, including Daisy June, Lulu Belle, Cindy Lou, Susy Q, Swcosh, and Dood-It. Apparently the boys (and girls) at Raritan have nothing on those in the pressroom at the Kaumagraph Co., Wilmington. One of the offset presses there is called Homeguard, and another is called 4F.

### m

It's nice to get back to Chicago again for the LNA conference. Two of the ML staff formerly lived in the Windy City and another spent many years in Springfield, Ill.

### ml

Did you know that Schmidt Lithograph Co., San Francisco, has a coated paper manufacturing department? A new machine for coating paper at higher speeds has just been installed.

### ml

G. J. Deignan, of the Consolidated Lithograph Manufacturing Company, Limited, has been elected president of the Purchasing Agents' Association of Montreal.

### ml

### Chicago Bowlers Beat Milwaukee

Chicago won out against Milwaukee by the margin of 209 pins when picked teams of bowlers from the Lithographers Clubs of the two cities met at Monte Carlo Recreation Parlors in Chicago April 15. Chicago's score on the basis of total pins was 2,644; Milwaukee's was 2,435. Ed Payne of Gerlach-Barklow Co., Joliet, bowling for Chicago, topped the individual scoring with 600 pins. Fred Dobbertin was captain of the Milwaukee team and Carl Ericksen headed the Chicago Club's team.

Fifteen Milwaukee lithographers who accompanied their keglers were entertained at lunch by the Chicago reception committee and, following the match, a party of 125 enjoyed a stag dinner and entertainment at the Furniture Club. In appreciation of Walter Leggett's two years of service as president of the Chicago Club, the occasion was used to present to him a token of the members' regard including Victory Garden tools, a spraying outfit, wheelbarrow, jacket and gloves.

### Hammermill Wins Third E

The Hammermill Paper Co., Erie, Pa., has won its third award of the Army-Navy E in recognition of its production and delivery of paper for the armed services. The company's first E was awarded in September 1942, and the second came in April 1943.

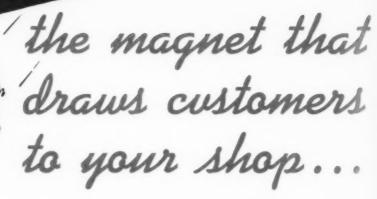
### **Heads Zabel Department**

Lou Poplar has been placed in charge of the newly combined hand transfer department and the photomechanical department of Zabel Brothers Co.. Philadelphia. The firm specializes in music lithography.

### Foerster Joins Williams

Louis E. Foerster, former vice president of the Hagstrom Co.. New York map lithographers, has joined the Williams Illustrating Co. as art director.





Nothing draws customers like a reputation for quality. And you can't beat the calibre of the lithographic reproductions you can turn out with Mercury rollers and blankets. Their controlled resilience, flawless, nonporous surface, uniform diameter and perfect consistency assures ink distribution that MAKES the job.

"GREETINGS - LNA CONVENTION"

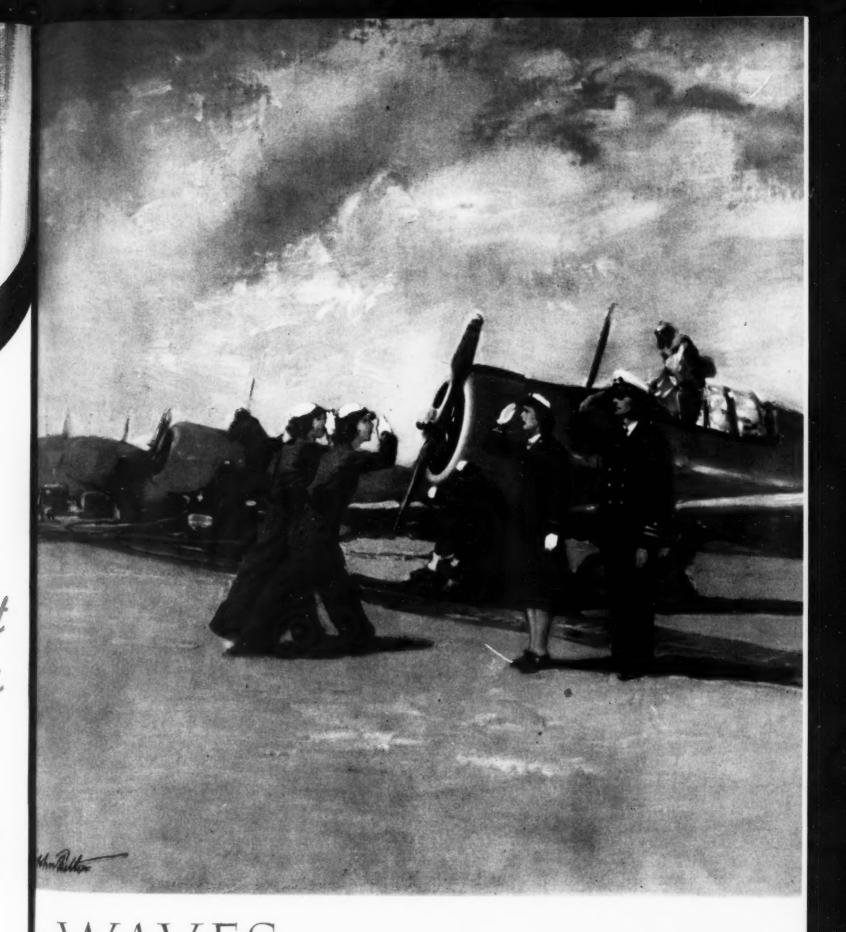
**USE MERCURY PRODUCTS** 

## RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

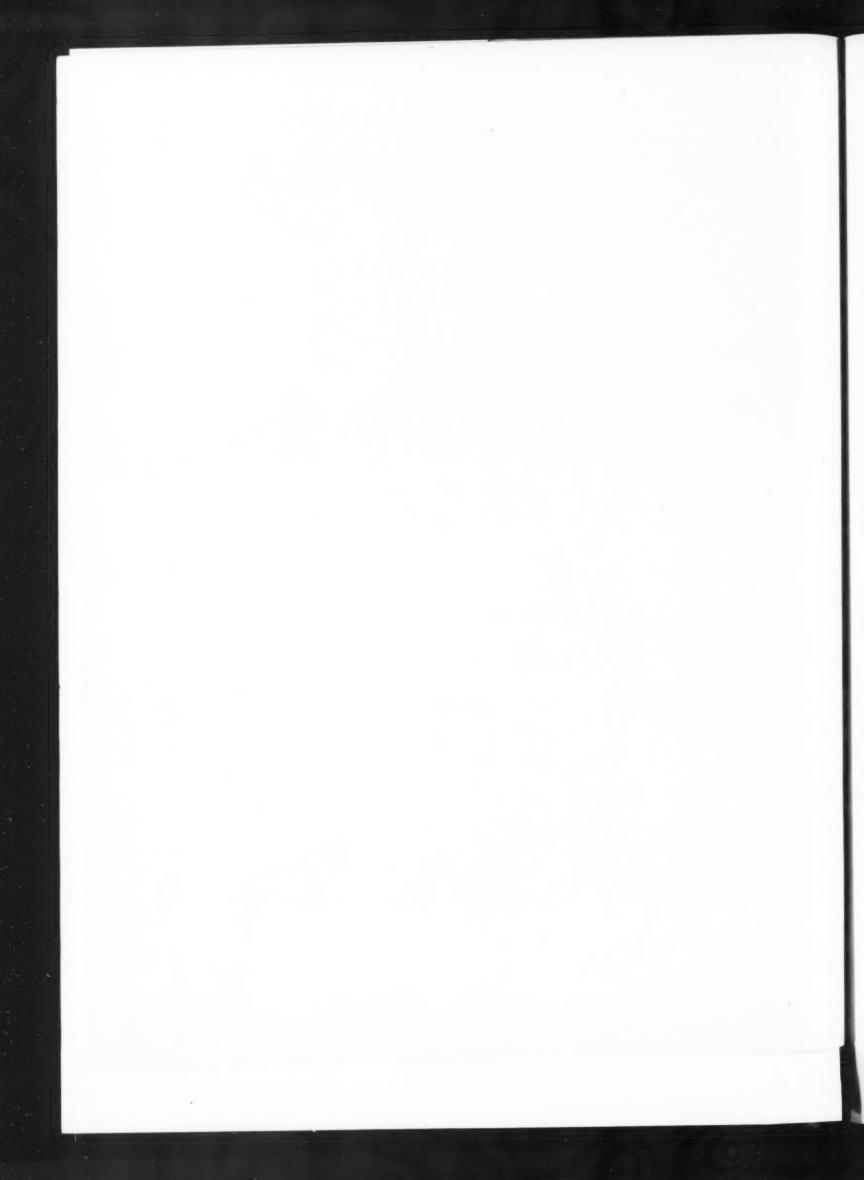


WAVES

SERVE SHIPS OF THE SEA AND AIR

IN COUNTLESS INTERESTING AND VITAL WAYS

SECOND OF A SERIES "WOMEN IN WAR" PRESENTED BY HOTEL NEW YORKER



### **Army Cites Howard Record**

A letter commending the record of paper production for the making of military maps was received during April by the Howard Paper Mills. Urbana, Ill., from Col. L. B. Chambers, commanding officer of the Army Map Service, Washington. A full page advertisement featuring this letter and the names of the Howard men and women serving in the armed forces was published in the Urbana Daily Citizen, April 10. The letter says in part: "The performance of your mill in the manufacture of Army Map paper has enabled us to deliver important maps to our Armed Forces in time and in quantity. Perhaps the overall volume of paper for this Service is not phenomenal, but the final product, built around rigid specifications and the speed with which deliveries have been made, is certainly an accomplishment. We appreciate the way you have handled our needs." The Howard service flag contains 43 names.

### Forms Creative Company

David B. Hills, former designer and purchasing executive for the Northam Warren Corp., Stanford, Conn., announces that he has resigned to open a business under his own name at 274 Madison Ave., New York. He will specialize in the creation, development and manufacture of selling aids, including three-dimensional counter displays, packages, advertising materials, and lithographed displays.

### THE INSERT

This is one of a series of four menus lithographed by Quaker State Lithographing Co., New York, for Hotel New Yorker. G. A. Muenzer, of the I thographing firm, states that the job was run in three colors from a full color painting by John Fulton. R. Kynett Penfield is advertising manager of the hotel. Mr. Muenzer stated that his policy of working closely with the artist was followed and Mr. Fulton made frequent studies of the work as t progressed. All of the present series of four menus illustrate women in the armed services.



# GO TO AN EXPERT

WHERE YOU COME to buying papers, the expert would, naturally, be your printer.

Ask him about Rising Papers. We're confident of his reply.

Good printing depends very considerably on good paper... and for many years these same experts have depended on Rising quality for the finest results.

The quality Rising Marque (50% rag). House

The price is the same as other quality papers. Among other lines: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). The Rising Paper Company, Housatonic, Mass.

ASK YOUR PRINTER-HE KNOWS PAPER

# HERE'S HOW WE TALK ABOUT YOU TO YOUR CUSTOMERS

The advertisement above is one of Rising's business-building campaign appearing in:

BUSINESS WEEK THE REPORTER U. S. NEWS
PURCHASING PRINTERS' INK
SALES MANAGEMENT ADVERTISING & SELLING





# ARE YOU HANDICAPPED BY THE WRONG KIND OF ROLLERS?

You should be particular now, of all times, about the type and kinds of rollers you use.

Do not be swayed by rumor that you must accept substitute rollers. Lithographers are acknowledged essential to the war effort, and ample raw materials are available for rollers when ordered as needed.

It is vital that you have good rollers, made

to a standard you know, if you are to get maximum output. You can assure this if you order Bingham's SAMSON (Vulcanized Oil) Offset Rollers or Bingham LITHO-PRINT (Rubber) Offset Rollers when you need replacement.

There is a Bingham representative convenient to you.

### SAM'L BINGHAM'S SON MFG. CO.

Roller Makers Since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO 5

Atlanta 3 Cleveland 14 Dallas 1 Des Moines 2 Detroit 10 Houston 6 Indianapolis 2 Kalamazoo 12 Kansas City 6 Minneapolis 15 Nashville 3 Oklahoma City 6 Pittsburgh 3 St. Louis 2 Springfield, 0.

# Forum Studies Ink and Press Problems

A selection of questions and answers, many on offset, given at the printing ink quiz session held in Philadelphia during April

VER 210 persons from the graphics arts trades of Philadelphia and New York, including many lithographers, attended the luncheon and Printing Ink Forum held by the Poor Richard Club April 6 in the club's building in Philadelphia. A number of personalities of the printing ink trade were on hand to answer questions on production and advertising, many of which concerned offset printing.

Roy Bensing, of Bensing Brothers & Deeney, was general chairman, and introduced the master of ceremonies, Robert McCutcheon of McCutcheon Brothers & Quality, who is also president of the Philadelphia Association of Printing Ink Makers. An introductory address was made by Anthony J. Math, Sinclair & Valentine Co., New York, in which was outlined the development of the printing ink industry. Walter Kaiser, Edward Stern & Co., president of the Litho Club of Philadelphia, was introduced.

The "board of experts" whose members answered questions on all types of graphic arts production concerning inks, included George Welp, advertising manager of Interchemical Corp., parent company of International Printing Ink; Dr. George Cramer, technical director, Sinclair & Valentine; Dr. C. E. Irion, director of research, J. M. Huber Co.; and James J. Deeney, aniline ink specialist of Bensing Brothers & Deeney.

A selection of those questions and answers pertaining to the lithographic industry, and the name of the "expert" who answered the question. follows:

In the offset process what causes scumming condition on the plate?

Dr. Cramer: There are about half a dozen answers to that question inasmuch as there are a number of factors involved. If the plate isn't made correctly and the washing out process isn't carried out completely, naturally there are certain materials which will remain behind which might be inclined to create a situation of that sort.

The next factor is the manipulation which the pressman himself might do to an ink after he gets it out of the original package. A lot of press-

men are inclined to use thin varnishes. In some cases they have to employ very thin varnishes but whenever they do that scumming may be one of the results. Of course, the grain of the plate and control of the moisture content are other important factors. If the pressman has a plate this is shallow and his control of the water is difficult there again he will create a situation which might in some instances cause a scummy condition.

The other factor is the fountain etches that are used in the fountain solutions themselves. Some color will require higher pH values than others. Some call for stronger acids, some for weaker, and if the balance isn't proper there will be trouble.

Last is the color itself. The ink maker, with all his experience, tries to design his formulas to overcome such situations but there are a few instances when the color itself is responsible. That is principally true of certain colors like peacock blue which is inclined to bleed or scum. There are one or two other colors but by and large it is our impression that with the proper manipulation all of those conditions can be overcome.

Why is it so difficult to get color copy matched by an ink house?



The "Board of Experts." Left to right: James J. Deeney, Bensing Bros. & Deeney, Phila.; Dr. George Cramer, Sinclair & Valentine; Dr. C. E. Irion, J. M. Huber, Inc., and George Welp, International Printing Ink, all of New York.

### MORE PAPER without MORE PULP

To make more paper without more pulp, Permanized Papers have been simplified through the elimination of duplicate lines of 50% Rag Bond and Ledger and 25% Rag Bond. This stretches critical chemical pulp to the maximum and increases production efficiency because

dandy roll changes-required to obtain different watermarks in these duplicate lines-are no longer necessary. It also precludes the possibilities of idle mill inventories which do occur-even in wartime-when duplicate lines exist. Simplification permitted integration of Permanized Papers by the establishment of the same brand name (watermark) for each type of paper within each grade. The "before" and "after" chart below is provided for your convenience. Although many brand names have been changed, the papers are of the same high quality that has characterized Permanized Papers in time of peace and war. Whiting-Plover Paper Company, 14 Whiting Plover, Stevens Point, Wisconsin.

before			after		
100%	Rag	Permanized Plover Linen Bond Permanized Plover Onion Skin	100% Rag	Permanized Parchment Permanized Onion Skin	
75%	Rag	Permanized International Bond Permanized Old Reliable Ledger Permanized Lawyers Onion Skin	75% Rag	Permanized Cold Springs Bond Permanized Cold Springs Ledger Permanized Cold Springs Onion Skin	
50%	Rag	Permanized Artesian Bond Permanized Systems Bond Permanized Artesian Ledger Permanized Systems Ledger	50% Rag	Permanized Artesian Bond Permanized Artesian Bond Opaque Permanized Artesian Ledger	
25%	Rag	Permanized Redemption Bond Permanized Major Bond Permanized Opaque Bond Permanized Letter Permanized Amity Ledger Permanized Amity Onion Skin	25% Rag	Permanized Plover Bond Permanized Plover Bond Opaque Permanized Plover Letter Permanized Plover Ledger Permanized Plover Onion Skin	

PERMANIZED PAPERS are distributed nationally by these reliable merchants:

ATLANTA, S. P. Richards Paper Company • AUGUSTA, ME., C. M. Rice Paper Company • BALTIMORE, Baster Paper Company • B. • BIRMINGHAM, Jefferson Paper Company • BOSTON, Befferson Paper Company • BOSTON, Rutter & McNaught, Inc. • BOSTON, John Carter & Company • BUSTALO, Holland Paper Company • CHARLOTTE, Dillard Paper Company • CHICAGO, Rutter & McNaught, Inc. • BOSTON, Van Oliker-Snell Paper Company • CHICAGO, Chicago Paper Company • CHICAGO, Moser Paper Company • CHICAGO, Maler Paper Company • CHICAGO, Fallerbach Paper Company • CHICAGO, Moser Paper Company • CINCINNATI, Johnston Paper Company • CHICAGO, Moser Paper & Twine Co. • DALLAS, E. C. Palmer & Co. thd. • DALLAS, Clampitt Paper Co. • DES MOINES, Newhouse Paper Company • DES MOINES, Western Newspaper Union • DETROIT, Union Paper & Twine Company • DETROIT, Whitaker Paper Company • DUBUQUE, Newhouse Paper Company • DUBUTH, Duluth Paper & Specialties Co. • EUGENE, ORE., Zellerbach Paper Company • FARSNO, Zellerbach Paper Company • GRAND RAPIDS, Grand Rapids Paper Co. • GREAT FALLS, MONT., John Leslie Paper Co. • GREENSBORO, Dillard Paper Company • GREENVILLE, Dillard Paper Company • HARRISBURG, Johnston, Keffer & Trout • HARTFORD, Batt Paper Co. • GNESNSBORD, Dillard Paper Company • KNOXVILLE, Louisville Paper Co. • LANCASTER, PA., Garrett-Buchanon Company • KNOXVILLE, Louisville Paper Co. • LANCASTER, PA., Garrett-Buchanon Company • LIMA, OHIO, Frederick Paper & Twine Co. • LINCOLN, Western Newspaper Union • LIOS ANGELES, General Paper Company • MENNASH, Louisville Paper Company • MENNASH, Louisville Paper Company • MINNEAPOLIS, Wilcox-Mosher-Leffholm Co. • MILWAUKEE, Allman-Christiansen Paper Company • MENNASH, Louisville Paper Company • MINNEAPOLIS, John Leslie Paper Company • MINNEAPOLIS, Selectable Paper Company • MINNEAPOLIS, Wilcox-Mosher-Leffholm Co. • MILWAUKEE, Allman-Christiansen Paper Company • MONTGOMERY, S. P. Richards Paper Co. • NEW YORK, Frast Paper Co. • NEW YORK, Fra PERMANIZED PAPERS are distributed nationally by these reliable merchants:

\* NEW YORK, Royal Paper Corp. \* OAKLAND, Zellerbach Paper Company \* OKLAHOMA CITY, Western Newspaper Union \* OMAHA, Western Paper Company \* PAWTUCKET, Industrial Paper & Cordage Co. \* PHILADELPHIA, Hooper Paper & Twine Co. \* PHILADELPHIA, Schuylkill Paper Company \* PHILADELPHIA, Wilcox-Walter-Furlong Paper Co. \* PHOENIX, Zellerbach Paper Company \* PORTLAND, ME., C. H. Robinson Company \* PORTLAND, ORE., Zellerbach Paper Company \* READING, PA., Van Reed Paper Company \* RENO, Zellerbach Paper Company \* RICHMOND, B. W. Wilson Paper Company \* ROANOKE, VA., Dillard Paper Company \* ROCHESTER, N. Y., Fine Papers Inc. \* SACRAMENTO, Zellerbach Paper Company \* SAINT LOUIS, Acme Paper Company \* SAINT LOUIS, Tobey Fine Papers, Inc. \* SAINT PAUL, John Lestile Paper Company \* SAINT LOUIS, Tobey Fine Papers, Inc. \* SAINT PAUL, John Lestile Paper Company \* SAINT PAUL, Newhouse Paper Company \* SAINT FAUL, Vallerbach Paper Company \* SAINT SAINT PAUL, Newhouse Paper Company \* SAINT PAUL, John Lestile Paper Company \* SAINT PAUL, Newhouse Paper Company \* SAN FRANCISCO, Zellerbach Paper Company \* SAN JOSE, Zellerbach Paper Company \* SAN FRANCISCO, Zellerbach Paper Company \* SAN JOSE, Zellerbach Paper Company \* SAN SAN FRANCISCO, Zellerbach Paper Company \* SAN JOSE, Zellerbach Paper Company \* SAN SAN FREVEPORT, E. C. Palmer & Co., Ltd. \* SIOUX CITY, Western Newspaper Union \* SHREVEPORT, E. C. Palmer & Co., Ltd. \* SIOUX CITY, Western Newspaper Union \* SHREVEPORT, E. C. Palmer & Co., Ltd. \* SIOUX CITY, Western Newspaper Union \* SHREVEPORT, E. C. Palmer & Co., Ltd. \* SIOUX CITY, Western Newspaper Company \* TAEDAA, Standard Paper Company \* TAMPA, E. C. Palmer & Co., Ltd. \* SIOUX CITY, Western Newspaper Company \* TRENTON, Lathrop Paper Company \* TAMPA, E. C. Palmer & Co., Ltd. \* Token Paper Company \* TAEDAA, Zellerbach Paper Company \* TAEDAA, E. C. Palmer & Co., Ltd. \* Token Paper Company \* TAEDAA, Zellerbach Paper Company \* WASHINGTON, WALLA WALLA, Zellerbach Paper Company • WASHINGTON, D. C., R. P. Andrews Paper Co. • WASHINGTON, D. C., Frank Parsons Paper Co. • WICHITA, Western Newspaper Union • WINNIPEG, CAN., Barkwell Paper Company • YAKIMA, Zellerbach Paper Company



Mr. Welp: The color is affected by at least seven factors. First, the light under which you view the match may not be the same as that under which the ink maker is operating. Usually the ink maker uses a simulated daylight which is constant. If you think that isn't an important factor I could show you two samples which will match perfectly under daylight which will be so far apart under tungsten light you wouldn't accept them.

Now, we don't think it's hard if you just give us a little cooperation. I am sure a lot of you have been in a situation where you have been in a customer's office and asked him what color he wants to match and he says. "Let's see, I had a piece of paper here, ves. it's like that dress my wife wore at the party. If I had that here I'd show you what it is." Finally, he finds a piece of dved paper, something that's been coated, that's been produced under a set of conditions that is totally different from a printed job. We do the best we can with the information we have. If you give us the press condition, the kind of paper. and we have some knowledge of what film thickness you are going to use. which will be dictated by the kind of plates you are using, the kind of design and press, I think we could do reasonably well.

Why do offset printing inks cost more per pound than letterpress inks?

Dr. Cramer: Letterpress inks by and large are usually not as strong tinctorially as those made specifically for light graphic purposes. The process of lithography requires an ink that has full color value. You will realize readily that the transfer from the plate to the blanket to the paper entails a certain amount of loss which must be made up due to the added color value. The principal factor is that the colors themselves are considerably more expensive than the other ingredients. The printing process by and large would probably apply twice or maybe more, as far as application of ink goes, for this reason. The letterpress inks, or typographical inks, could be somewhat reduced. Also, there are certain very important qualities which must

### Ink Speakers...







Top to bottom: Anthony J. Math, Sinclair & Valentine, New York; Roy Bensing, Bensing Bros. & Deeney, and Robert McCutcheon, McCutcheon Bros. & Quality, of Philadelphia.

be in lithographic inks which are not required in letterpress inks, such as resistance to acid, and resistance to water.

How about aluminum and gold, are they available?

Dr. Cramer: There is a small quantity of aluminum and gold powders available for production of aluminum and gold inks. Since the war started one of the first restrictions, as you know, was on aluminum ink which was followed up shortly by restrictions on gold bronze powders. The aluminum ink situation is still in a rather tight spot but we feel that one of these days the situation may be changed. There are a few small inventories in various parts of the country. The ink maker at the moment is able to supply enough of this aluminum for small orders but other than that the restrictions are so severe that there isn't any other possibility at the moment for increased production of aluminum and gold bronze inks. The gold bronze situation is essentially the same as that concerning aluminum but in a few cases the WPB has allowed some of the materials that they have accumulated to be converted for this purpose and here again we feel that the situation may be changed most any time.

Are advertising agencies more inclined to color printing than black and white?

Mr. Welp: Speaking out of my past advertising experience the answer to that one is easy-yes. Tests seem to indicate, particularly those that have been made by direct mail houses which have made some very careful checkups running the same pages, the same merchandise, in both color and black and white in the same catalogs, that there is a greater return proportionately, from color advertising than from black and white. Now, you know as well as I do that there are always some psychological and other factors which can never be equaled-even the difference in the position of the page in the catalog may make a difference. I am sure that you have all seen General Electric's current FM radio advertising and it seems to me the answer is right in those pages. We live in a world in which we see everything in realistic color. With the improvement in printing processes with, we hope, a lower cost of reproducing things in color, the day may

### POST WAR ROLLERS TODAY

Buying WAR BONDS and MORE BONDS is speeding the day when we can use that headline.

### PRE WAR ROLLERS TODAY

The same \*TOP quality that has been a BINGHAM tradition for 128 years is in every LITHO-ROLLER we produce.

- SYNTHETIC RUBBER
  - . VULCANIZED OIL
    - . SMOOTH or GRAIN LEATHER
      - MOLLETON—MOLESKIN—VELVET COVERS
        - . GENUINE AQUATEX

\*Pre War.

We manufacture the most complete line of LITHO ROLLERS IN AMERICA

### BINGHAM BROTHERS CO.

Main Office: 406 Pearl Street, New York 7, N. Y. Branches—Philadelphia, Baltimore, Rochester Newark, Garwood

Welcome ...

LITHOGRAPHERS

Convening at the . . .

WAR PROBLEM
CONFERENCE

H. J. SCHULTZ CO. • 231 Institute Place • CHICAGO

DEEP ETCH CHEMICALS



### By I. H. Sayre

Technical Editor

REDUCERS have been separated into three classes: subtractive, or surface cutting reducers; super-proportional, or flattening reducers; and proportional reducers. In this column last month we discussed the subtractive reducers. Now let's look at

### Super-proportional Reducers

This type of reducer is best used where negatives have too much contrast, the highlights generally being too opaque for satisfactory printing. To eliminate the excess of silver metal in the highlights without attacking the shadow detail. superproportional or flattening reducers are used. Excessive contrast is lessened without destroying the detail in the shadows. Ammonium Persulphate is the only chemical known which has this peculiar property. A slightly acidified solution of Ammonium Persulphate attacks the denser parts of the negative image first. This characteristic action is affected by the concentration of acid present in the solution. Usually only one drop of Sulphuric Acid is necessary for each ounce of freshly made solution. The action of the reducer accelerates as it progesses and must be watched carefully to stop it before the shadows are attacked. The action is stopped by placing the negative in a solution of Sodium Sulphite.

Irregularities in its action are caused by impurities such as Iron. Chlorides, Bromides, etc., and only the purest chemical should be used.

Formula from Ansco

Add 2 to 3 drops of Sulphuric Acid to every 3½ ounces of 2 per cent solution of Ammonium Persulphate. Caution: Be sure negative is well fixed to avoid blotchy appearance. Action progresses rapidly and should be watched. Place in a 5 per cent Sodium Sulphite solution to stop reducing action. Wash well.

G. Cramer Dry Plate Company For negatives in which the shadow detail is correct, but whose highlights are too dense:

For use take 1 ounce of the above and add to water, 4 to 9 ounces, depending upon the action desired. The negative must be washed well to remove all traces of Hypo. Dry negatives should be soaked for about ten minutes. Keep the tray in motion during reduction. After the negative is sufficiently reduced, place it in a fresh solution of Hypo (1 to 4) for 15 minutes.

### Gevaert Co. of America, Inc. Formula GR-1

Ammonium Persulphate 750 grains Sodium Sulphite, Anhydrous 75 grains Sulphuric Acid 75 minims Water to make 16 ounces For use, dilute with 9 parts of water. Agitate the solution. Washing rapidly, then place in 10 per cent Hypo solution acidified with a little Potassium Metabisulphite. A plate reduced in this formula may be later intensified or reduced as desired.

### **Proportional Reducers**

No single chemical really reduces proportionately by itself, but a proper combination of Subtractive Reducer with Ammonium Persulphate (a highlight reducer) gives proportional action so that the tone gradation is not changed. Precautions which apply to the above processes when used alone must be observed when mixed for Proportional Reducers.

### Eastman Kodak Company Formula R-5

	Solution A		
Water			OZ.
Potassium	Permanganate	4	grains
Sulphuric	Acid	1/2	OZ.
	Solution B		

Water 96 oz. Ammonium Persulphate 3 oz. For use take one part of A to three parts of B. When sufficient reduction is secured the negative should be cleared in a solution of Sodium Bisulphite. Wash thoroughly before drying.\*\*

### Plan Design Show for Fali

The Chicago Society of Typographic Arts has announced that its annual "Design in Printing" exhibition for Chicago printers and lithographers, which has usually been held in May or June, will be conducted this year at the Newberry Library late in autumn. Entry blanks and complete information will be distributed in September. De Forrest Sackett. Chicago designer, and chairman of the arrangements committee, stated. Postponement of the show was due to inability to obtain use of the library's exhibition gallery at the customary time, he said. He stressed the re-location of the show at the Newberry Library after it had been held for two years at Art Center Chicago. Harold English, typographer with Monsen. Chicago, is president of the society.



### **Announce Proposed Paper Order Revisions**

REVISIONS of War Production Board paper orders are scheduled to be issued immediately, and may be released before this publication reaches it readers. The revisions, which will affect all lithographers, are to be made in Order L-241, commercial printing; L-244, magazines; L-245, books; L-289, greeting cards; and L-120, pulp and paper manufacture.

As in the past, these revisions are expected to follow closely the recommendations made by the Industry Advisory Committee. These recommendations for the commercial printing paper order include the following:

(1) That a change be made in the definition of a "printer" which would cover duplication by any process. This recommendation would of course include mimeographing or any other form of duplication and would regulate every firm using paper for these purposes. To avoid an impossible administrative problem, exempted from the provisions of the order would be users of less than 14 tons of paper per quarter.

(2) Exemption for small printers— The committee recommended the return to the order of the 5-ton per quarter exemption from its provisions.

(3) The committee was very strong in the recommendation that a survey be made of uses and weights of paper being used. It is understood however that the committee was fully aware of the difficulty in making a survey that would adequately cover commercial paper users in the United States. WPB has had this under consideration for some time and it is believed that no formal decision has as yet been made.

(4) Weights of paper permitted to

be used for various purposes-the Committee recommendation was that Order L-241 and L-120 be reconciled with further weight reductions. Certain exemptions were proposed, including Item 14 of Schedule I-"all other office, business, financial and legal forms—except blank books basis weight 17 x 22 - 16", be changed to include an exception for these items printed by the liquid or gelatin process and that they be permitted in 20# weights. It was also proposed that accounting records, books and forms be restricted to 28#. but the committee did not accept this recommendation, stating that it would be inadvisable to lower the present 32# limitation.

(5) House Organs-The committee recommended that if it were necessary for further curtailment of paper in the second quarter that in this respect it should be on the basis of a percentage of 1943 use. Also offered was the suggestion of the advisability of differentiating between "internal" house organs (for distribution to plant employees for morale-building purposes), and "external" house organs (for distribution to consumers and containing advertising material). In view of later developments, it is believed that no action will be taken on this recommendation.

(6) Schedule II—It was recommended that item 3, "shopping guides, free distribution newspapers, want-ad publications and free distribution circulars in newspaper format, which are not 'newspapers' as defined in Order L-240" be expanded. The recommendation would place these items on a ton-nage limitation similar to that established for newspapers, plus an additional 5 per cent cut from gross consumption, because the newspaper limitation is on a "net paid" basis.

(7) Certification—It was proposed that the revised order would strengthen the certification by forbidding any person to deliver paper to a printer until the one-time certification had been made. A change in the wording would include "to the best of my knowledge and belief."

It should be understood that the above are the recommendations and are not to be taken as the official changes that will be made in this order.

Another provision of the order that has caused considerable discussion is the delivery restrictions which do not permit delivery to printers in the customary economical lots.

No advance release has been made on the recommendations of the Advisory Committee on this order although a number of changes are contemplated in the order. The only information available was via rumor, that the qualifications for a book would probably be lowered to 32 pages and that free distribution books issued by a person whose primary business is not publishing would be governed by L-241. The rather lengthy definition of a "publisher" may also be simplified.

**Greeting Cards and Post Cards** The Industry Advisory Committee recommended that the present differential in the permitted percentage of new and old designs be eliminated with only an 80 per cent over-all limitation on production. The committee, however, did believe that it was advisable to restrict the number of designs as an inventory and manpower conservation measure. The definition of a "publisher" will probably be changed as recommended, to mean a person who is commonly engaged in the creation and production of cards. A certification clause similar to that for the revised L-241 may pos-



Lithographed in 4 colors

# Warren's Cumberland Offset PRE-CONDITIONED Wove & Special Finishes

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert. Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

### Leading PAPER MERCHANTS

who sell and endorse

### Warren's Standard Printing Papers

Hudson Valley Paper Company Sloan Paper Company

Louisiana Paper Company, Ltd. Zellerbach Paper Company Storrs & Bement Company

The Alling & Cory Company

Zellerbach Paper Company

Henry Lindenmeyr & Sons L. S. Bosworth Company

Crescent Paper Company Virginia Paper Company, Inc

Midwestern Paper Company The Weissinger Paper Company (Western Newspaper Union Arkansas Paper Company

Zellerbach Paper Company Zellerbach Paper Company Miller Paper Company

Caskie Paper Company, Inc Nackie Paper Company

Henry Lindenmeyr & Sons

Henry Lindenmeyr & Sons Lathrop Paper Company, Inc.
The Alling & Cory Company

J. E. Linde Paper Company

The Canfield Paper Company Marquardt & Company, Inc.

The Alling & Cory Company C. M. Rice Paper Company Zellerbach Paper Company

Zellerbach Paper Company B. W. Wilson Paper Company The Alling & Cory Company Zellerbach Paper Company

Zellerbach Paper Company Zellerbach Paper Company Zellerbach Paper Company

Zellerbach Paper Company

isiana Paper Company, Ltd. Zellerbach Paper Company

Lathrop Paper Company, Inc. Storrs & Bement Company Alco Paper Company, Inc.

BALTIMORE, MD.

The Barton, Duer & Koch Paper Co.

BOISE, IDAHO BOSTON, MASS. BUFFALO, N. Y

BUFFALO, N. Y.
CHARLOTTE, N. C.
CHIGAGO, ILL.
CNICANATI, OHIO
CLEVELAND, OHIO
COLUMBUS, OHIO
DALLAS, TEXAS
DENVER, COLO.
DES MOINES, IOWA
DETROIT, MICH.
EUGINE, ORE.
FORT WORTH, TEXAS
FRESNO, CAL.

The Alling & Cory Company
Chicago Paper Company
The Diem & Wing Paper Co.
Olmsted-Kirk Company
Carpenter Paper Co.
Western Newspaper Union
Seaman-Patrick Paper Company
Zellerbach Paper Company
Zellerbach Paper Company FRESNO, CAL

FRESNO, GAL.
GRAND RAPIDS, MICH.
Quimby-Kain Paper Company

GREAT FALLS, MONT.
The John Leslie Paper Company
The John Leslie Paper & Sons HARTFORD, CONN. HOUSTON, TENAS INDIANAPOLIS, IND. JACKSONVILLE, FLA. KANSAS CITY, MO. LANSING, MICH.

LITTLE ROCK, ARK

LONG BEACH, CAL.
LOS ANGELES, CAL.
LOUSVILLE, KY.
LYNCHBURG, VA.
MILWAUREE, WIS.
MINNEAPOLIS, MINN.
The John Leslie Paper Corr
Henry Lindenmeyr & LONG BEACH, CAL.

NEWARK, N. J. NEW HAVEN, CONN NEW ORLEANS, LA.

NEW YORK CITY

Schlosser Paper Corporation Zellerbach Paper Company OAKLAND, CAL. Orkeand City, Orla. Western Newspaper Union Omaha, Neb. Field-Hamilton-Smith Paper Company D. L. Ward Company Philadelphia, Pa. The J. L. N. Smythe Company Schuylkill Paper Company PHOENIX, ARIZ Zellerbach Paper Company

PITTSBURGH, PA. PORTLAND, ME. PORTLAND, ORE. RENO, NEV RICHMOND, VA. ROCHESTER, N. Y. SACRAMENTO, CAL.

/ Beacon Paper Company / Tobey Fine Papers, Inc. The John Leslie Paper Company TAH Zellerbach Paper Company Sr. Louis, Mo. St. PAUL, MINN. SALT LAKE CITY, UTAH SAN DIEGO, CAL. SAN FRANCISCO, CAL. SAN JOSE, CAL. SEATTLE, WASH. SHREVEPORT, LA.

SPRINGFIELD, MASS. The Paper House of New England Zellerbach Paper Company Midwestern Paper Company Troy Paper Corporation STOCKTON, CAL. STOCKTON, CAL.
TOPEKA, KAN.
TROY, N. Y.
TULSA, OKLA.
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WALLA WALLA, WASH. Tulsa Paper Company Olmsted-Kirk Company Zellerbach Paper Company WASHINGTON, D. C. Stanford Paper Company YAKIMA, WASH Zellerbach Paper Company

### EXPORT AND FOREIGN

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AUSTRALIA
B. J. Ball, Ltd.
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HAWAHAN ISLANDS
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Photo by Creative Photographers, Inc. for Gilbert Clock Co.

### Warren's Cumberland Offset ▶ PRE-CONDITIONED <

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

X JARREN'S Cumberland Offset is pre-conditioned by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

Write for free booklet-"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.



sibly be included in the new order. The committee did not believe it would be advisable to impose inventory restrictions similar to those of the commercial printing order because of the long production cycle and seasonal industry fluctuations. A 90-day inventory was recommended with an appeal provision for those of the industry unable to operate under this limitation. Other changes would be reconciliations with revisions of the other orders of the printing and publishing industry.

### L-244, Magazines

This order will probably not be issued until the first two weeks in May, and it is understood that no particularly drastic changes are contemplated. Recommendations have been made that it include the 1½ ton per quarter exemption similar to that in the commercial printing order, as well as the certification change that will forbid any person to either receive paper to print, or to publish a magazine without making the required certification.

### L-120, Basic Weights

The Industry Advisory Committee recommends the inclusion of a general five-pound reduction in the basis weight of all papers for commercial printing. A previous recommendation of the committee included that the 25 x 40-1000-sheet basis be substituted for the 25 x 38-500-sheet basis and all other relative bases (such as 20 x 26—500; 17 x 22—500, etc.), in the sale and purchase of all papers. In making this recommendation. members of the committee pointed out that its adoption would accomplish the objective sought in the proposed revision, as well as effecting conservation.

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The paper industry had recommended that the maximum weight of uncoated offset book paper, as used in multi-color printing other than offset, be reduced to 60 lbs. The committee, however, believed that the 65 lbs. maximum should remain. It was also recommended that the maximum basis weight for machine-finished poster papers (24 sheets) should be 60 lbs, rather than 65 lbs.

(Continued on Page 89)

### **NORWIL PRODUCTS**

### Embrace Every Known Photographic Need

**Norman-Willets** has become recognized as the leading distributor of photographic materials, equipment and supplies to the trade. Whatever items you require for your business—no matter how quickly they have to be supplied to you—**Norwil Products** and "Service" will insure you the utmost in satisfaction at all times.

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Agia Reprolith Defender Litho du Pont Photolith Hammer Offset Ilford Litho-Neg

### LENSES

All Makes

### LIGHTS

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### PAPER

Defender—Negative and Litho
Transparent
Eastman—Ad Type and others
Haloid—Lithaloid Negative and others
Hammer—Negative
NORWIL—Silver Print

Agfa-Nokaline and others

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### The Package that ends "Darkroom Fumble"

DU PONT Photolith Film is packed in the exclusive "Lite-Lok" box that simplifies handling film. It puts an end to darkroom fumbling.

"Lite-Lok" boxes are always securely sealed against light—even after the protective tape has been removed—yet they're quickly opened and easily closed. Merely lift the hinged cover of the box, lift out a sheet of film and close the cover again. There's no bulky wrapping, no bother or fuss with folds of paper.

The "Lite-Lok" box speeds removal of the film from the package. In addition, it conserves paper vitally needed for other purposes.

The sketch at the right shows how the hinged cover fits snugly into the protective well in the sides of the box and forms a closure that effectively locks out light.

Du Pont Photolith—the film packed in this unique box—has these important characteristics: A clear

safety base .005" thick—non-halation backing—hard-surfaced emulsion orthochromatic—high contrast wide exposure latitude—high resolv—

ing power. It is quick drying
—lies flat—engraves easily.
Try Du Pont Photolith Film
—you'll appreciate its uniformity and the convenience
of the "Lite-Lok" box.

E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.

### DU PONT PHOTOLITH FILM





Invest in Victory. Buy War Bonds every Month.

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

### IN AND ABOUT THE TRADE

### Surplus Machinery Disposal Plans Progress

A PLAN for the "orderly liquidation of and disposal of such surplus printing machinery; handled in a manner which will provide the maximum return on investment to the seller with no disturbances of the economic structure of the users" was formulated April 25 by a committee of the Graphic Arts Trade Association Executives, and is now being smoothed out for presentation to the proper government authorities.

Meeting at the Waldorf-Astoria Hotel in New York as part of a GATAE conference, the surplus machinery committee, headed by Walter E. Soderstrom, executive secretary of the National Association of Photo-Lithographers, first met with the association executives on April 24, when a plan was approved for presentation to representatives of equipment manufacturers on the following day. Public Printer A. E. Giegengack participated in the discussions and stated that the bulk of the machinery which appeared as potential surplus equipment which might cause trouble if

dumped on the open market, is smaller Multilith. Davidson and similar duplicating equipment. He said purchases of this equipment since the beginning of the war ran into many millions of dollars.

A task committee appointed to work out further details of the plan and to report back to the larger group, is composed of: Edward N. Mayer, Jr., Mail Advertising Service Assn.; W. Floyd Maxwell, Lithographers National Assn.; John J. Meadth, representing the National Printing Equipment Assn.; Walter E. Soderstrom, National Association of Photo-Lithographers; E. G. Williams, representing the National Printing Equipment Assn., and John A. Bresnahan, Graphic Arts Emergency Council.

The Overall Committee appointed includes, in addition to the above: Daniel Casey, Miller Printing Machinery Co.; C. W. Dickinson, R. Hoe & Co.; Harry V. Duffy, Printers National Assn.; A. E. Giegengack, Public Printer; Irving Lamphier, United Typothetae of America; C. C. Means,

Photo Engravers; James F. Newcomb, Joint Committee on Government Relations of the Commercial Printing Industry; Harry Porter, Harris-Seybold-Potter Co.; William Recht, Rutherford Machinery Co., and C. P. Titsworth, Miehle Printing Press Manufacturing Co.

### Baltimore Again Breaks Record

The record shattering attendance of the March meeting was again broken by the Litho Club of Baltimore on April 17th, when members and guests turned out to hear Commander Donald B. MacMillan, noted Arctic explorer and lecturer, who is now attached to the Navy Dept.. Hydrographic Office, preparing plotting charts and maps. To implement his lecture. Commander MacMillan showed slides and a full length movie depicting some of his experiences on his many expeditions to the north. Several attending commented that Commander MacMillan's program was one of the most interesting in the history of the club. It. was held at the Emerson Hotel.

The membership committee reports a number of new applicants for membership in the club, and interest is being shown by many officials of the various government offset operations in Washington to become members of the Baltimore Club.

The May meeting is set for May 15th at the Emerson Hotel, with dinner served at 6:30 P. M., and the program committee has tentatively engaged a nationally known commentator as its guest speaker.

### E & D Produces Rail Posters

Edward & Deutsch Lithographing Co., Chicago, executed the posters and mailing pieces utilized for the April "Perfect Shipping Month" promotion sponsored by the Association of American Railroads.

### Plans Develop for Training of Apprentices

THE day school for the training of apprentices, being launched in New York by the lithographic industry, was scheduled to be opened the early part of May, following an industry meeting in April which gave considerable momentum to the project. Thomas M. Flavell, secretary of the New York Advisory Committee on Lithographic Technical Education, the industry-wide group organizing the school, said that applications coming in the latter part of April indicated that some, and possibly all, of the classes would be under way by the first week in May.

Nearly 70 persons attended the

luncheon meeting April 13 at the Biltmore Hotel when the entire plan was presented by H. H. Platt, Sackett & Wilhelms Lithographing Corp.. chairman of the committee. Mr. Platt said that a mimimum of 48 apprentices would be required for the four classes, 12 being the minimum for any one of the four subjects to be taught. It is to be a 13 weeks course and apprentices are to attend one afternoon each week. Cost of a course in one subject was said to be about \$29, half of which is to be paid by the employer, who also pays the apprentice for regular time while in class.

# Printing by Offset



WE have kept a weather eye on offset as it has grown in use because the years of its greatest strides have paralleled our own growth and development . . . and as we have watched offset expand and improve we have taken note of its problems

and set ourselves up to solve those that came within our province.

Many leaders in the field have found that Charlton binding makes a perfect partner for offset printing.

We cordially invite you to submit your binding problems to us. We can assure you of a happy — and economical — solution.

F. M. CHARLTON Co., INC., Bookbinders, 345 Hudson St., New York 14, N. Y.



# Binding by Charlton

### **NEW REMEDY FOR ON**

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

Apply BLANKOT with a soft rag or cheese cloth

MANUFACTURED ONLY BY

MARTIN DRISCOLL & CO. \* CHICAGO, ILL.

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON \* BRANCH FACTORY, MILWAUKEE, WIS.

# Offset Work Dominates Juvenile Book Show

THE increasing use of lithography in the book publishing field was forcefully shown in New York during April when an exhibit of 53 juvenile books, selected from a wide range published over a period of two years, contained 31 offset books, seven by offset and letterpress, 15 by letterpress, and three by gravure.

The exhibit "Books Made for Children," sponsored by the American Institute of Graphic Arts, opened April 20 at the New York Junior League Clubhouse, and was scheduled to remain open until May 3. The exhibit is to go on tour, with showings to be announced.

Books completely produced by offset lithography, and the name of the company producing the book, are:

A Book of Myths, William C. D. Glaser.

Abraham Lincoln, William C. D. Glaser.

American Sings, William C. D. Glaser.

A Child's Good Night Book, Bauer Lithograph Co., N. Y.

Americans Every One, Duenewald Printing Corp., N. Y.

Bells And Grass, National Process Company, N. Y.

Christmas In The Woods, Polygraphic Corp. of America, N. Y.

Dash And Dart, Duenewald Printing Corp., N. Y.

Don't Count Your Chicks, George Miller, N. Y.

Dragon John, Reehl Lithographing Co., Inc., N. Y.

First The Flower Then The Fruit, Will'am C. D. Glaser,

Hi-Po The Hippo, George C. Miller, N. Y.

Let's Make More Things, Colorgraphic Offset Company, N. Y. Little Chicken, Michaelson Litho Corp., Brooklyn, N. Y.

Maria Rosa, Jersey City Printing Company, Jersey City.

Mr. Bumps And His Monkey, Duenewald Printing Corp., N. Y.

Puppies For Keeps, Pace Press, V. V.

Sammi's Army, Affiliated Lithographers, Inc., N. Y.

Smoky Bay, Affiliated Lithographers, Inc., N. Y.

Soldiers, Sailors, Fliers and Marines, General Offset Co., Inc., N. Y. Steamboat Bill And the Captain's Top Hat, Polygraphic Co. of America,

The First Christmas, General Offset Company, N. Y.

The Good Luck Horse, Sackett and Wilhelms, Long Island City, N. Y.

The Little House, The Kellogg and Bulkeley Co., Hartford, Conn.

The 'Round And 'Round Horse, Polygraphic Co. of America, N. Y.

The Tall Book Of Mother Goose, Western Printing & Litho. Co., Racine, Wis.

The Water Carrier's Secret, The Kellogg & Bulkeley Company, Hartford, Conn.

Tune Up, Polygraphic Co. of America, N. Y.

Up The Hill, Polygraphic Co. of America, N. Y.

Vast Horizons, National Process Co. and Reehl Lithographing Co., N. Y. Victor Herbert, Sackett & Wilhelms,

Long Island City, N. Y.

The Following were produced by combination letterpress and offset.

Books and the offset firms who helped produce them, are:

Herodia The Lovely Puppet, Affilated Lithographers, Inc., N. Y.

M'chelangelo, Photogravure and Color Company.

Mischief In Fez, Albert Carman. The Fannie Farmer Junior Cook Book, The Tudor Press, Boston.

The Little Angel, Affiliated Lithographers Inc., N. Y.

The Three Hanses, The Tudor Press, Boston, Mass.

They Put Out To Sea, Colorgraphic Offset Company, N. Y.

### Returns to Commercial Work



Herbert P. Paschel, who for the past two and one-half years has been technical representative in the New York area for the Harold M. Pitman Co., and has handled that firm's advertising, has left the Pitman company to return to commercial lithographic work, and will join the Repro Art Co., New York, where he will be in charge of the camera department. Mr. Paschel, who has been a contributor of technical articles to MODERN LITHOGRAPHY, for several years, was formerly graphic arts technical representative of the Gaevert Co. of America, and prior to that was in charge of the color studio of Zeese-Wilkinson Co., New York lithographers.

# Barclay, Baltimore, Dies

Samuel A. Barclay, 44, who was formerly sales manager for Young & Selden Co., Baltimore lithographing firm, died recently.

# Phila. Club Sees Films; Plans for May and June

PLANS for the club's final business meeting in May and for the annual Fun Night in June have been announced by the Litho Club of Philadelphia. The season's final business session will be held Monday May 22 at the Stephen Girard when the current paper situation and its effects on lithography will be studied. The speaker for this meeting will be announced through the club's regular channels.

The annual Fun Night will be held Monday June 12 in the main ball-room of the same hotel, and club officers stressed the fact that admission to the affair will be through reservation only. Reservations may be made through any club officer or director. Elmer Strange, Alpha Litho Co., Camden, N. J., is chairman of the

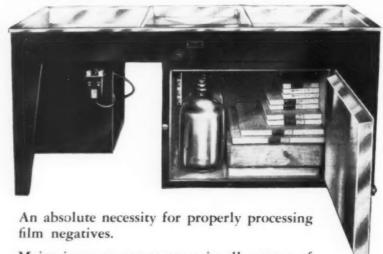
entertainment committee. Other members of this committee include William J. Stevens, Edward Stern & Co.. and Anthony Capello, Jos. Hoover & Sons. Complete details will be announced at the May meeting.

Eighty members and guests attended the club's April 24 meeting at the Stephen Girard to see showings of four action films. Titles were "The Battle for Tunisia," a captured German film; "Midway and Coral Sea Battles"; "U. S. Navy Blasts Marshall Islands"; "Salute to the Navy"; and a review film from days of peace, showing the Louis-Conn, and the Louis-Baer championship fights.

New club members admitted during April are J. H. Fuhrer, and Dominick De Simoni, the latter of Marx Stationery & Printing Co.

# THE DOUTHITT TEMPERATURE DEVELOPING SINK

With Refrigerated Storage Compartment



Maintains even temperature in all seasons of the year. With Heat and Cold Control.

Send for circular and prices on our different types of sinks

DOUTHITT CORPORATION

650 W. BALTIMORE AVE. DETROIT 2, MICHIGAN

# GREETINGS TO LITHOGRAPHERS attending the Third War Problems Conference of the LNA in Chicago. To meet every ink problem there is a dependable Roosen Ink. Call or write the nearest Roosen office concerning your requirements.

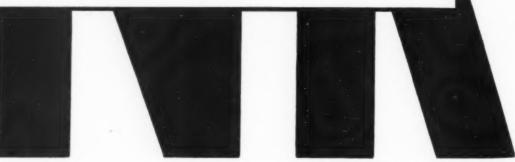
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Foot of 20th and 21st Streets, Brooklyn, New York BALTIMORE 3432 Kenyon Ave.

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MODERN LITHOGRAPHY

# **Describes Successful Re-use of Shipping Containers**

THE MANZ CORP., large Chicago color printing plant, using offset and other processes, has been conducting a vigorous campaign to save paper by re-use of fiber shipping containers. Speaking at the American Management Association's packaging conference in Chicago, late in March, Harry R. McNabb, company traffic manager, said about 60 per cent of the 90,000 shipping cartons they use annually are being returned by customers and are being re-used after any necessary reconditioning.

Among the several "historical" fiber containers which he brought along to illustrate his remarks was one carton which had made 63 trips, totaling 4,800 miles, carrying each time 60 lbs. of printed matter. This was still good, he thought for "two or three more trips." Another had made five trips in less carload lot shipments between Chicago, Akron, O., and Cedar Rapids., Ia., and was still in almost perfect condition.

Relating further instances of how re-used containers stand up, he told of one 90,000 pound shipment which had been involved in a collision causing the load to shift seven feet in the freight car. Cartons had been scattered all over the car, but, although most of the fiber boxes were second-hand, only two were damaged, they having been split at the seams. The reason for this excellent showing. McNabb asserted, was because the cartons were packed tight with printed matter. He emphasized that where contents are packed solid in the shipping container, possibilities for reuse of the box could be greatly prolonged.

Gummed tape is used for sealing all re-used cartons, McNabb explained, and they are also reinforced with wire baling, if necessary. Instructions are supplied to customers on how to open without injuring the box. Shipping tags and instructions for returning the flattened cartons in bales of fifteen are also provided. The cost for returning a carton is

about  $1\frac{1}{2}$  to 2 cents, he stated, plus the credit given the customer.

For many years, Mr. McNabb remarked, printers had felt that the only way to deliver an order to a customer was in wooden boxes. Some time and considerable persuasion by salesmen was required to convince the trade that fiber containers could be used successfully. Confronted now with the pulp shortage, the printing industry is debating the practicality of utilizing second hand fiber containers. His company's experience, he felt, is evidence that containers can be successfully reused.

Among exhibitors at the Packaging Exposition, held in connection with the conference. Anchor-Hocking Glass Corp.. Lancaster, O., presented a mass display of metal jar and bottle caps, decorated in the company's lithographing plant, which impressively emphasized the ability of metal lithography to produce attractive. colorful closures.

The Arvey Corp.. Chicago lithographic finishers, devoted their display space to presentation of "Lamcote," a transparent, plastic, laminated film for use as a protective and decorative casing on printed matter and other materials. Lamcote was developed prior to the war, a representative stated. When war restrictions are removed, an extensive

promotional campaign for the product is planned, he indicated.

Milprint, Inc., Milwaukee, Wis., was on hand with a display of cellophane and other package wrappers, none of which, however, were products of their offset department. Cuneo Press, Inc., Chicago, also exhibited their package line.

Printing ink's part in production of packages was portrayed by International Printing Ink, New York, in a booth designed to resemble a modern streamlined kitchen whose shelves were stocked with familiar food packages on which IPI inks are utilized.

# Organize Massachusetts Firm

The Robert P. Easland Printing Service, specializing in offset lithography, has been launched in Pittsfield, Mass., by Mr. Easland who was formerly manager and vice president of the Sun Printing Co. Under the new organization, he will be associated with the Ben Franklin Press, 61 Renne Avenue, which will handle his letterpress work.

# Neely Buys B-D Equipment

Three offset presses and camera and platemaking equipment of Buckley, Dement & Co., Chicago, are reported to have been purchased by the Neely Printing Co., a letterpress firm of that city, as a part of the changes in the former company's organization reported here last month. The offset operation will be a separate division of the Neely company it was said.

# Chopp Firm Honors Two For 25 Year Records



This is the group of Chopp Printing Specialties officers and employees at the testimonial dinner given by the lithographing company in honor of two employees who have served for 25 years. Guests of honor were Ben Mitzman, composing room foreman, and Herman Weisberg, night pressroom foreman. David Chopp, company president, presented each of the two men with a \$100 war bond. The dinner was held at the St. George Hotel, Brooklyn.

Three Clubs Study Offset

Chas. T. Beutner of the Sigmund Ullman Co's offset ink dept., Chicago, was guest speaker at March meetings of Craftsmen's clubs in Grand Rapids, Mich., Peoria and Rockford, Ill. Each occasion was the respective Club's annual "Offset Night," and Mr. Buetner's discussions dealt with "The Past, Present and Future of Offset." Mr. Beutner has had 28 years of experience in the planning and production of offset printing. Prior to joining the promotional staff of Sigmund Ullman Co. in Chicago, he

had been with Jensen Printing Co., large St. Paul, Minn., lithographers.

### Glantz Now Independent

William Glantz, who for the past five years has been New York representative, for the Craftint Manufacturing Co. of Cleveland, during April became an independent jobber of lithographers', artists' and photoengravers' supplies. He will also continue as New York distributor for Craftint products. His office is at 123 Nassau St.

# **WMC Defines Essentiality**

A lithographic plant, to be classed as "essential," must devote 75 per cent of its capacity to the production of maps, charts and educational material, according to a recent ruling of the War Manpower Commission. This information was contained in a communication from the WMC to a lithographic association and was reported at the April luncheon meeting held by the industry in New York April 13 in connection with the launching of a training school for apprentices. The ruling further stated that an individual, to be considered essential by the WMC must work 75 per cent of his time on this type of production, it was said.

It was further stated, in this connection, that indications are that more military map production will be required from commercial lithographers because of the manpower drain on the Army Map Service in Washington. Army Map Service contracts during the first quarter of 1944 equaled one-half of the total 1943 volume. it was reported, as the need for additional trained men in the commercial industry was stressed.

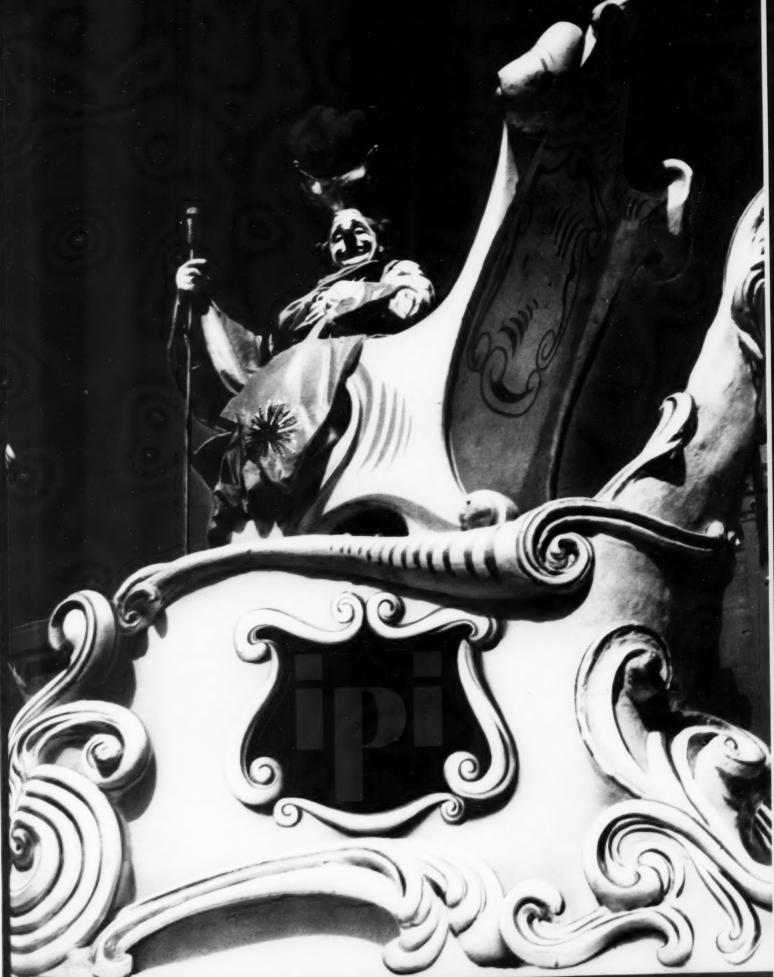
### **Topeka Craftsmen Meet**

A spring dinner party for members and their lady guests was held April 11 by the Topeka (Kan.) Club of Printing House Craftsmen at Hotel Jayhawk. Included on the committee were: Earl N. Rodell, State Printing Plant; Ray S. Smith, Hall Lithograph Co.; A. D. Rodell, Western Binding Co.; Walter Fitts, Adams Bros. Salesbook Co.; Kenneth Ives, Ives Printing Co.; Z. D. Milledge, Midwestern Paper Co.; Fred M. White, C. O. Miller, and F. L. Ferris, all of Capper Publications.

### **Brooks Addresses York Club**

Arthur W. Brooks of the American Colortype Co., Chicago, addressed the York (Pa.) Club of Printing House Craftsmen. April 10. Mr. Brooks has been active in promoting the new measurement method for paper as advocated by the Joint Committee on Government Relations of the Commercial Printing Industry.





DFFSET CULOR GUIDE

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# Keeping in Touch



REPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION . FEBRUARY, 1944

# 536 LITHOGRAPHERS PLANNED NEW IPI OFFSET COLOR GUIDE

# Press Problems Minimized By New Improved Offset Inks

The recently announced IPI Offset Color Guide, introducing a new, improved line of IPI lithographic inks, was planned in accordance with suggestions made by 536 lithographers.

The first step in the preparation of the guide was the mailing of a questionnaire to hundreds of lithographers in all parts of the country. The 536 lithographers who replied said that they had two major uses for an offset color guide: to specify colors to the pressroom and to enable customers to select colors accurately. They voted for a letter-file-size guide showing each color on enamel, offset and bond stock. They asked for special sections devoted to offset four-color process inks and to the characteristics of the colors. They asked for a guide which, above all else, would be a practical, useful tool to help them in their business. The IPI Offset Color Guide, now ready for distribution, meets these requirements exactly!

### Inks Based on Research Into Lithographic Process

The inks shown in this guide are manufactured expressly for the lithographic



Write today for your free copy of the new IPI Offset Color Guide!



Harris offset press on which IPI inks are given commercial testing.

process. In formulation, manufacture and control, they represent a new conception in offset inks. They are more than an improvement over previous offset inks—they are entirely new, based upon a painstaking investigation made by the Research Laboratories of Interchemical Corporation into the fundamental character of the lithographic process.

Each color is a finished, aged ink ready to run on the press; it is only necessary to add drier and, in some instances, soften the ink slightly to suit a special stock.

### **Pre-Testing Insures Quality**

The new IPI offset inks are the first offset inks to be marketed which are pre-tested by controlled methods for their lithographic qualities. The result of this pre-testing is that problems such as greasing, emulsification, stripping, scumming, following the fountain, bleeding and drying have been reduced to a minimum. Be sure to try these new inks—we think you will agree that they represent a great step

forward in the technique of offset ink manufacture!

The IPI Offset Color Guide was printed under normal pressroom conditions. No special plates were employed, and the amount of ink carried is comparable to that employed on the average job under similar pressroom conditions. Every IPI branch carries every ink shown in the Color Guide. Special colors not shown in the Guide can be matched at IPI service stations conveniently located throughout the country.

### Send for the Guide Today!

The new IPI Offset Color Guide, which every lithographic concern should have, is yours for the asking. A large number of requests for it have already been received and are being filled as promptly as possible. Make sure to get your FREE copy at the earliest possible date by sending in your request today. Write to International Printing Ink, Empire State Building, 350 Fifth Avenue, New York 1, N. Y.

Middlewest Craftsmen to Meet

"Offset's Spot in the Graphic Arts' is among topics to be discussed at the 6th District Craftsmen's conference at Lake Lawn Hotel, Lake Delavan. Wis., May 20. Chas. T. Beutner of the Sigmund Ullman Co., Chicago, will handle the subject at the afternoon "Town Hall" session. C. F. Duval, of Inland Press. Chicago combination shop, will discuss "Personnel and Training Problems" at the same session and Roy Kirby of American Type Founders. Chicago, has the topic "The Printer's Place in Industry." Various problems of letterpress printers will also be presented.

Principal speakers at the morning session will be Arthur W. Brooks, American Colortype Co., Chicago, and Craig Spicher of Miehle Printing Press & Mfg. Co., Chicago. Mr. Brooks, in his capacity of consultant on commercial printing for the War Production Board's printing and publishing division, will speak on "How You Can Help in the Conservation Effort." Mr. Spicher's topic is "Typographical Presswork."

Plans have been made for an attendance of 400 from the Chicago, Peoria and Rock River Valley clubs in Illinois, the Milwaukee-Racine Club and others from Wisconsin points. Rock River Valley Club, which will be host to the gathering, has a committee on arrangements headed by Milo D. Zimmerman of Kable Bros., Mt. Morris, Ill. Howard E. Olsen of the Sigmund Ullman Co., who is 6th District representative in the International Craftsmen's organization, has general supervision of the affair.

### **Decals Keep Aircraft Scores**

Decalcomania reproductions of the Japanese flag, produced by the Meyercord Co., Chicago, are being used by American airmen in the South Pacific to keep score on their victories over Nipponese planes. Each time an enemy aircraft is destroyed the American crew members responsible for it, place a decal on the outside of their ship, as can be frequently noted in press pictures from the battle front. The Meyercord Co. has also produced a series of decals showing Jap cruis-

ers, battleships, destroyers, carriers and other naval vessels, in black silhouette on a yellow background, which are posted in bombers to help our flyers identify enemy ships.

# **Expands Litho Department**

The lithographing facilities of the Rheems Manufacturing Co., in New Orleans have been expanded as part of a general expansion program of the firm's manufacturing facilities for the production of steel pails, drums and other types of metal containers.

Phila. Art Show to Open in May

The 13th annual exhibit of the Art Directors Club of Philadelphia is scheduled to open May 27 at the Philadelphia Art Museum, and will remain open until June 25. Included in the advertising exhibit will be printed and lithographed promotion. Carl W. Eichman, General Outdoor Advertising Co., is chairman of the committee in charge.

D. M. Waddey Dies

D. M. Waddey, head of the Everett Waddey Co., Richmond, Va., combination plant, died during April.



# 33 INK CONDITIONERS & GOOD PRINTING

As certain as April showers and May flowers 'go together'—so do "33" Ink Conditioners and good printing!

Distinctive and unequalled as wetting agents, these highly potent chemicals function to make pigment and vehicle combine for highest ink efficiency.

"33" Ink Conditioners, unexcelled for gloss inks and overprint varnish, prevent too rapid

drying on the press, without affecting gloss and, by increasing the affinity of ink to paper, they permit ink to print readily on hard-finish stock, tissue, glassine and cello-

Makes fine reproduction easier and eliminates the need of varnish thinners, adjusters and compounds.

Write for your copy of "To the Pressmen" and take advantage of the trial offer NOW under our guarantee.

"THE INK CONDITIONER INK MAKERS RECOMMEND"



# 100% Guarantee 8 POUND TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense. "33" (letterpress) "0-33" (litho & multilith)

LOS ANGELES SAN FRANCISCO DALLAS HOUSTON OKLAHOMA CITY MIAMI ORLANDO TAMPA JACKSONVILLE TALLAHASSEE CHARLOTTE KNOXVILLE ATLANTA WILKES-BARRE MILWAUKEE ST. LOUIS KANSAS CITY DENVER CINCINNATI DAYYON HARTFORD TORONTO MONTREAL HONOLULU



THE

# MAKLIN

# LITHOPLATE GRAINING CO.

551 West Congress Street, Chicago, III.

- M ake sure it's MAKLIN grained
- A clean quick dried, neutralized plate
- K eeps its deep grain throughout the
- L ong runs are assured
- mpressions clear and strong
- N o worry of plate going blind
- G rained by experienced craftsmen
- R egrained and new grained zinc plates
- A luminum and glass, for the Lithographic Industry
- nspected for quality, texture and depth of grain desired
- N o grain too difficult to produce
- E nds platemakers' headaches
- D isplays highlights of his skill and craftsmanship
- P ressmen relax during the run of a MAKLIN Grained Plate
- l ightens the burdens of production
- A lways consistent in uniformity of grain
- T he plate properly grained for your needs brings best results
- very plate inspected thoroughly before leaving our plant
- S hoot the job on THE MAKLIN GRAINED PLATE



# Lithographers!



# THIN PAPERS

are Essential to MODERN BUSINESS

to reduce
Office and Factory
expenses.

Specify one of

ESLEECK THIN PAPERS

Fidelity Onion Skin

Clearcopy Onion Skin

Superior Manifold

Recommended for Thin Letterheads, Copies, Records, Advertising.

SEND FOR SAMPLES

# **ESLEECK**

Manufacturing Company Turners Falls, Mass.

# Gets Army Legion of Merit for Work in Offset





Top — Sgt. Raymond W. Blattenberger beside the Harris 22 x 34" press. Lower photo shows Capt. Steve L. Watts (left) congratulating Sgt. Blattenberger on the decoration. Capt. Watts, in civilian life, was branch manager in Seattle for ATF.

N what is thought to be the first decoration of its kind ever awarded to anyone for achievement in Army printing, Sgt. Raymond W. Blattenberger, technical adviser in the reproduction department at Camp Davis, N. C., had the Legion of Merit decoration pinned on him by Brig. Gen. Bryan L. Milburn, before an array of troops. The award which was initiated by the Antiaircraft Artillery School Reproduction Officer, Capt. Steve L. Watts. was conferred on Sgt. Blattenberger in recognition of meritorious service in planning and putting into operation improved methods of graphic reproduction.

Sgt. Blattenberger is the son of Raymond Blattenberger, vice president of Edward Stern & Co., Philadelphia combination plant, and before entering the army a year ago was production manager of the offset department there. The Stern executive was present at the citation ceremonies.

A graduate of Carnegie Tech's Department of Printing in 1938, Sgt. Blattenberger worked with John R. Beven, photo-engraver who was one of the pioneers in the development of four color process engraving. Beven worked on many Currier & Ives prints and passed on much of the knowledge acquired during many years in the business. After six years of work under Beven, Blattenberger earned his membership card as a full-fledged photo-engraver. While serving his apprenticeship, he studied art during evenings at the Philadelphia Museum School of Industrial Art. Later he

joined the Stern company and advanced to the position of production manager in the offset department. He entered the Army in April, 1943, and after basic training, was placed in Reproduction Facilities, in the summer of 1943. He immediately got to work in the role of expediter to effect considerable improvements and economies in the functioning of the department.

Following is the complete citation for the Legion of Merit Award:

Raymond W. Blattenberger, Coast Artillery Corps, Army of the United For exceptionally meritori-States. ous conduct in the performance of outstanding service. As technical advisor in planning and putting into operation improved methods of graphic reproduction work at Camp Davis, North Carolina, from 2 August 1943 to 14 December 1943, Private Blattenberger displayed outstanding initiative, superior tact, a high degree of technical skill and extraordinary devotion to duty. As a result of his efforts reproductions of training publications have been made more readable, serviceable and attractive, with attendant economies in labor and critical materials.

### Severin Returns to Hall Litho

Clarence A. Severin will return to Topeka to become general manager of the Hall Lithographing Co., after having left the company in 1941 to enter another line of business in Atchison, according to an announcement made during April by Mrs. Willard N. Hall, chairman of the board. Other officers of the firm include Richard N. Hall, president; Mrs. Laura Hall Hamilton, vice president; Erwin Keller, director; C. B. Burge, Jr., assistant secretary; and J. N. Lippitt. auditor. Former general manager and secretary-treasurer was Merl Tabor, who died during February.

# Joins Siebold Company

Michael R. Rosalia has just joined J. H. and G. B. Siebold, Inc.. New York ink and litho supply firm, and is acting as manager of their roller and blanket department. Mr. Rosalia started in the roller business in 1917 with William Gay. From there he went to Bingham Bros. Co. for five years. Since leaving Bingham he has been New York representative for Roberts & Porter for the past four-teen years.

# PITMAN A DEPENDABLE SOURCE FOR PHOTO-LITHOGRAPHIC SUPPLIES



# CHEMICALS

PHOTOGRAPHY,
PLATEMAKING and
PRESSROOM

# EQUIPMENT

CAMERAS, LENSES, SCREENS, ARC LAMPS, WHIRLERS, STRIPPING TABLES, VACUUM FRAMES, ETCHING TABLES, DEVELOPING and PLATEMAKING TROUGHS

# SUPPLIES

PHOTOGRAPHY,
STRIPPING,
PLATEMAKING and
PRESSROOM

# S P E C I A L T Y P R O D U C T S

ALBUMIN COATING SOLUTION
U. V. ALBUMIN PROCESS
DEEP ETCH PROCESS
SURCOTE ETCH
WHITE PLATE ETCH
GUM ARABIC SOLUTION
METALPRINT PROCESS
BLUPRINT PROCESS
BLACKPRINT PROCESS
WASHOUT SOLUTION

# Harold M. PITMAN Company

LITHOGRAPHIC EQUIPMENT AND SUPPLY DIVISION

51st Ave. & 33rd St. CHICAGO, ILL. 1110 - 13th St. NORTH BERGEN, N. J.

# Offset Plates

Color separations
Color Corrected negatives
Positives
Dot Etching
Color proving
Black and white
Crayon Plates
Machine made plates
Deep etch
Albumin

A complete service to the offset printer.

Every job given exacting care and supervision.

Recently enlarged plant to enable maintenance of service and quality of workmanship.

THE
PHOTO
LITHOPLATE
COMPANY
113 ST. CLAIR AVE. N. E.
CLEVELAND, OHIO

# Newest South American Newspaper is Offset



This is Page 1 of Volume 1, Number 1 of British Guiana's new offset tabloid newspaper.

A N offset newspaper Guiana Sunday Graphic has been launched in Georgetown, British Guiana, lithographed by the B. G. Lithographic Co., Ltd. The first edition, Vol. 1, No. 1 dated January 30, 1944, illustrated above, contained 16 pages in tabloid five-column size, with outside pages on white stock and inside pages on pink stock. W. S. Jones is director of the South American Lithographing firm which is also manufacturer of B. G. Playing cards.

"The most modern newspaper in British Guiana and the Caribbean" is produced on Webendorfer offset presses and contains many halftone illustrations. A color block containing the paper's name appears on the front page, and the color is utilized for a few two-color advertisements. The paper contains American syndicated comic strips and some Hollywood boilerplate, but is mostly local, British and international news.

A plug for lithography was contained in the newspaper's introductory editorial, which stated:

"The Sunday Graphic is different from any other newspaper produced in British Guiana and the West Indies not only in appearance, but in the technique which goes into its preparation. First, it is an illustrated paper in the fullest sense of the word. It is such because we believe that pictures can present news more effectively than the written word. To do this required a completely different method of production from that employed by other newspapers in these parts. The only method by which this could be done economically and with the speed required if a newspaper is to be really a newspaper, is that of photo-offset. In this the 'Guiana Sunday Graphic'

was particularly fortunate in obtaining the services of the only firm of offset printers in British Guiana and the West Indies. And so our thanks are due first to the B. G. Lithographic Co., Ltd., which at short notice, undertook this tremendous pioneering task."

### Fined for Women's Overtime

In spite of offers to testify to voluntary overtime work on military contracts by the women involved, Guthrie Lithographing Co., Washington, D. C. was fined \$125 in Washington Municipal Court April 12 for working 15 women bindery and office employees more than 48 hours per week. Ward Guthrie, company owner, in pleading guilty to charges of violating a District wage and hour law, explained that most of the overtime work was on government and navy contracts, and eight of the women named in the courts, appeared and offered to confirm his contention that their work was voluntary and was on government contracts. The company has made many futile attempts to obtain a permit for a 54 hour week which is allowed for certain essential wartime industries, Mr. Guthrie said.

# N. Y. Area Seeks Wage Rise

An application for an increase of two and one-half per cent in basic wages was to be made during April to the War Labor Board by employers and the union in the New York Metropolitan area through the Lithographers National Association, The Eastern Lithographers Association and the Amalgamated Lithographers of America, Thomas M. Flavell of LNA said. The application is in accordance with the union contract which calls for such an increase whenever the cost of living index of the Federal Bureau of Labor Statistics advances five points. The preliminary work of getting forms filled out and returned by individual participating firms was almost completed by the middle of April, Mr. Flavell said.

### Giegengack Speaks

Public Printer A. E. Giegengack was scheduled to address a joint meeting of the Graphic Arts Industry and the Craftsmen's Club in Minneapolis May 1. **NEW JOBS** 

for the

# POST WAR PERIOD

New Opportunities New Employment New Industries

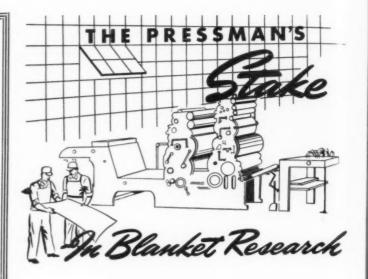
To Augment Personal Freedom Selecting that Job

Constructive Steps in the Graphic Arts will be announced on specific items when conditions permit

# HUEBNER LABORATORIES

305 East 46th Street New York 17, N. Y.





Even though some pressmen may tolerate "good enough" offset blankets in time of war, Vulcan doesn't operate on that premise. We feel that pressmen deserve the best that can be produced. To give them such blankets, our broad and intensive research and development is constantly carried on.

That's why today Vulcan checks and rechecks raw materials, methods, manufacturing stages-to give you finished blankets of utmost serviceability. Already many wartime developments, intended at first as substitutes for critical materials, are now adding valuable new properties which will increase the usefulness of peacetime Vulcan offset blankets.



Back the Attack Buy More WAR BONDS

# Actively Heads N. Y. Sales



Harry Grandt, who has been in charge of the New York office of Roberts & Porter, Inc., has taken on the additional responsibility of active direction of sales in the New York metropolitan area. Mr. Grandt has previously been in charge of sales in the East, and the New York metropolitan territory had been handled by Michael R. Rosalia, who resigned during April. Roberts & Porter carries a complete line of lithographic supplies.

### Porter Addresses Clubs

Harry Porter. Harris-Sevbold-Potter Co. vice president, took a swing through the East during April and addressed several graphic arts groups. April 11 he addressed 60 members and guests of the Supply Salesmen's Guild at Hotel Piccadilly. New York. Speaking on salesmanship he stressed the importance of this branch of business in the future as a creator of jobs. On April 12 he addressed the Craftsmen in Springfield, Mass., and the following night was the guest speaker at the Philadelphia Craftsmen's meeting. The latter date was the 38th anniversary of Mr. Porter's association with the Cleveland press manufacturing firm.

# **Exhibit Traces Litho Progress**

Chicago lithographers in large numbers were attracted to the Chicago Historical Society's museum last month for an exhibit tracing the development of the commercial use of lithography. Included in the display were 170 samples of lithographed poster work, starting with rare circus posters of 50 years ago, representing almost the first large commercial application of the process. Old maga-

zine and book ads, fashions, sports and other subjects, and a wide array of present day ads, rounded out the presentation. Marking the adoption of color lithography by leading magazines were the Penfield posters used long ago by Harpers Magazine, and also shown were posters used to promote the Wizard of Oz books. Most of the collection, gathered by Joseph T. Ryerson, Chicago industrialist and art connoiseur, represented work of Chicago-born artists or portrayed subjects related to the Chicago locale.

### Allen, Color Expert, Dies

Arthur S. Allen, consultant on color for commercial packaging and designing, who operated his own business in New York. died during April. He was 77. Mr. Allen worked his way through Harvard by operating a printing business, and later worked for several printing equipment and supply firms, and was at one time New York sales manager for Philip Ruxton, Inc., printing ink manufacturers. He joined the late Prof. A. H. Munsell in promoting the latter's system of color measurement and standardization, and helped to apply the system commercially. He is a former president of the American Institute of Graphic Arts, and has been heard as a speaker at a number of graphic arts meetings.

### Name New Hoe Director

Albert C. Simmonds, Jr. was elected to the board of directors of R. Hoe & Co., New York press manufacturers, at the company's annual meeting during April, Harold M. Tillinghast, president, announced. An annual report, produced in four colors by offset and letterpress, was recently distributed by the company. and illustrates various types of war equipment for which assemblies and sub-assemblies are built by Hoe. "Market surveys and studies of potential markets for additional products are continuously in progress and close contact is being maintained with the graphic arts in an effort to anticipate post-war requirements," a message from the president states.

# McClymont, of Drew Co., Dies

James McClymont, 65, formerly president of H. and W. Drew Co., Jacksonville, Fla., lithographers and publishers, died April 17 in Brooklyn (N. Y.) Hospital after a long illness. He was born in Brooklyn, and for many years was associated with the Hall Printing Press Co., Dunellen, N. J. and later with other heavy equipment manufacturers.

# LTF Postpones Election

At the annual meeting of the Lithographic Technical Foundation held in New York during April, the election of officers was postponed until May. This election is expected to take place during the May conference at Chicago of the Lithographers National Association.

### Neenah Wins Second E

The Army-Navy E Award has been won for the second time by the Neenah Paper Co., Neenah, Wis., for its production record in manufacturing paper for the armed services.

### **Heads ATF Offset Sales**



Kenneth R. Buchard (above) has been placed in charge of offset sales for American Type Founders, and will be located in the firm's general offices at Elizabeth, N. J. He has been associated with printing and lithography for 20 years, was formerly director of the Central High Press, Muskogee, Okla., and was a member of the faculty in the Printing Department at Carnegie Institute, where he specialized in offset work. He is a graduate of William Jewell College, Liberty, Mo. The late Francis G. Baum was formerly in charge of offset sales at ATF.

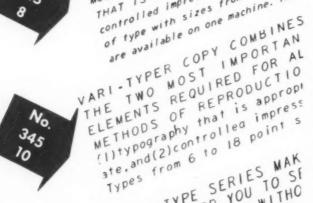
# EW RI-TYPER

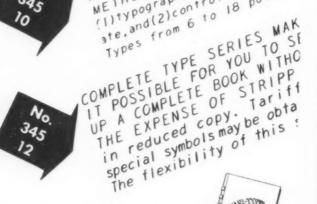
With the introduction of this new series, Vari-Typer now offers over 600 different styles and sizes of type. Vari-Typer's selection of types, its ease of operation and profit making possibilities make it a logical machine to use for composing forms, bulletins, manuals, etc.



**Gothic Slant Series** in Three matched sizes

COPY SET ON THE VARIATYPER HAS THE TWO ELEMENTS NECESSARY FOR MODERN COMPOSITION DEPERTY THAT IS SUITABLE AND PERFECTL controlled impression. Various sty controlled impression. various sty or type with sizes from o to Romar are available on one machine. Romar 345







A new manual of Vari-Typer type faces, showing over 60 different types is available without charge. For your copy, write:



RALPH C. COXHEAD CORPORATION

333 SIXTH AVE.

NEW YORK 14, N. Y.

# SOME

# *HANCO* **PRODUCTS**

DEEP-ETCH DEVELOPING INK ALBUMEN DEVELOPING INK BLACK OPAQUE (BEECHEM'S) DEEP-ETCH LACQUER

PLASAVER—for bringing back weak images and often salvaging plates which are considered "blind."

IMHOLD—a slow drying lacquer which increases plate life.

PRESERVED GUM SOLUTION — non-souring and ready-to-use.

WETTING AGENT—used in etches, developers, gum solutions and in the fountain to "wet" plate with less water.

DAMPENER WASH—a neutral cleaning agent for dampeners.

HANCOLITE—for removing gum streaks and dried ink on plates and glaze from blankets and rollers.

BLANKET WASH—for hardening tacky blankets to aid in running enamel and linty stocks.

O-33 and 33 INK CONDITIONERS—marvelous. non-greasing reducers for Offset and Letterpress inks.

FOUNTAIN SOLUTION—a proven and tested fountain concentrate.

SUPRA FOUNTAIN SOLUTION—an excellent working solution containing no bichromate or chromic acid.

PLATE ETCH - contains no bichromate or chromic acid so is absolutely safe to use as an etch and for gumming-up plate.

BLANKLO - for removing indentations in blankets.

HANCOHOLD—a popular lacquer used over gum giving plate longer life.

WATER-REPELLENT HAND CREAM-aids in the removal of ink from workers' hands and helps prevent dermatitis.

STRIPPING SOLUTION—a non-souring, very adhesive solution.

DEEP ETCH SOLUTIONS

SURFACE COATING SOLUTION—an inexpensive ready-mixed plate coating to replace egg albumen.

# THE A. E. HANDSCHY CO.

538 S. CLARK STREET CHICAGO 5, ILL.

Manufacturer of Fine Letterpress and Offset Inks and Supplies

# NEW EQUIPMENT AND BULLETINS

# To Offer Line-Up Table

The Long Engineering Research Company, Linden, N. J. is preparing to go into production on a newly



developed Pre-Set Line-Up table. The new table includes many features which are said to save time and eliminate the possibility of errors. The company maintains a complete offset laboratory and H. R. Long. (above) active head of the firm has developed a number of products for lithographers, including the ATF-Long diaphragm control, the Snap-on positive holder and a halftone dot microscope.

### **Describe Press Gadgets**

Gadgets and devices for more efficient operation in the litho shop are described and illustrated in the April issue of *Litho Letter*, monthly folder published by the Fuchs & Lang Mfg. Co. One device for helping pressmen to run large solids is described as follows:

Some presses are equipped with numbers under each fountain key. If a duplicate of these numbers is attached to the examining table, the area of the sheet which is to be brought up or down can be referred to by number and the corresponding key on the fountain adjusted without any guesswork. To use this method successfully, a third set of numbers must be placed on the delivery. In other words, No. 1 fountain key should be on the ex-

treme left of the largest sheet the press will take. The No. 1 on the delivery will also be on the same end; likewise on the table. If a smaller sheet is run and the edge starts at No. 6 key the sheet must be placed in the same posit on on the examining table. It is important to note that the numbers cannot be spaced in inches; they must be spaced exactly as the fountain keys.

Other suggestions are included for running split fountains, a drip cup for supplying extra water at extreme damper ends, and a small graining box mounted on the cross members of graining machines for graining stones or proving plates.

Copies of *Litho Letter* are available from Modern Lithography.

### **Ideal Promotes Litho Rollers**

Masterlith vulcanized-oil rollers and Synthocraft synthetic rubber rollers for lithographic presses are promoted in an offset folder recently distributed by Ideal Roller & Marufacturing Co., Chicago and New York. In addition to copy describing the rollers, the folder also contains a page on "How to Clean and Care for Your Rollers." Pointers on setting, washing, check-up, and general care, are included. Copies of the folder are available to Modern Lithography readers from the company at 2512 W. 24 St., Chicago 8.

### Folder Shows Craftint Use

The third of a series of portfolios showing samples of illustrations from manuals used in aircraft plants where Craftint shading paper has been used, has just been distributed by the Craftint Manufacturing Co., Cleveland 13. The folder contains reproductions of drawings made by Link Aviation Devices, Inc., Binghamton, N. Y., which show the various effects obtainable with the shading papers. Copies are available to Modern Lithography readers, from the Craftint company.

### Distributes V-Mail Booklet

"Our Plea on Behalf of V-Mail." a 32 page offset brochure prepared by the War Advertising Council for the Office of War Information, was distributed to cooperating lithographers and printers by the Graphic Arts Victory Committee during April. The brochure contains many promotion ideas which can be used locally in lithographed advertising material. The sixth of the periodic Clip Sheets containing information and sources of material for all of the current government advertising campaigns, was also distributed by GAVC. Copies and further information may be obtained from GAVC, 17 E. 42 St., New

# ATF Offers Planning Help

A book "How to Plan Now for Tomorrow's Printing" is being offered by American Type Founders, Elizabeth, N. J. to help lithographers and printers find the answers to: 1. Who



are the buyers of printing in my selling area?, and, 2. What kind of printing will they need tomorrow?. The book outlines four steps which should be taken now to prepare for the future, and includes a guide and check chart to printing buyers. Copies are available to lithographers or printers from ATF branches of from the main offices at 200 Elmora Ave., Elizabeth.

IY

THE TWO FINEST OPAQUES EVER OFFERED
TO THE GRAPHIC ARTS INDUSTRY

# CRAFTINT

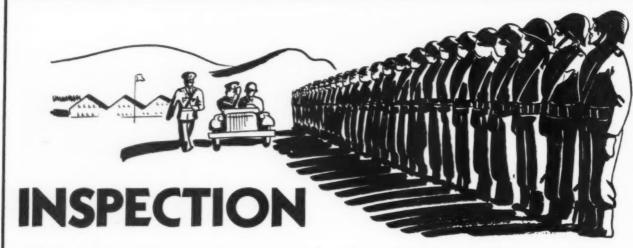
RED NEGATIVE OPAQUE BLACK NEGATIVE OPAQUE

Free Samples on Request Ask your dealer or write

# THE CRAFTINT MANUFACTURING CO.

210 ST. CLAIR AVE., N.W.

CLEVELAND, OHIO



Today's offset jobs have to stand inspection and measure up to standards, whether you have three weeks or twenty-four hours to turn them out. And in this fact lies one of the secrets for the success of ECLIPSE DEEP-SET BLACK INK. It is completely dependable for trouble-free high speed work — it assures good blacks, brilliant and strong, whether in line or halftone. ECLIPSE DEEP-SET BLACK is the product of many years of skillful experience,

and you can depend on its 100 per cent performance at all times. Send for a trial order and test it in your own pressroom.

### DO YOUR PART

Help conserve essential materials. Order inks in the largest container sizes you can conveniently handle. Avoid rush orders by anticipating your needs.

HIGHEST QUALITY INK FOR THE LITHOGRAPHER

# GAETJENS, BERGER & WIRTH, INC.

35 York St., Gair Bldg., Brooklyn, N. Y.

538 S. Clark St., Chicago, III.

### Stoddard Joins ATF

Frank W. Shober, New York manager of American Type Founders Sales Corp., has announced the appointment of Harry Stoddard as a salesman. Mr. Stoddard, who is president of the Navigator Club, was formerly associated with the Imperial Type Metal Co. and the Lanston Monotype Machine Co.

# Issue Wood Pulp Booklet

"The Story of Wood Pulp," a booklet telling the story of wood pulp and its uses in war and peace, has just been issued by the U. S. Pulp Producers Association. Copies are available from the association at 122 East 42nd Street, New York 17.

# WASHINGTON

(Continued from Page 69)

There should also be a cut-back from 24 lb. to 20 lb. in coated and uncoated gelatin process printing papers for white and colored, the basis weight not to exceed 16 lb.; any exceptions now appearing in the order should be continued. Further recommendations included a maximum of 70 lb. rather than 80 lb. for super uncoated papers.

M-241-a

The committee pointed out that the provisions of this order, particularly on box wrapping materials, conflicted with the provisions of Order L-241 and were the cause of considerable confusion within the industry. They recommended the transfer of this restriction to Order L-241.

M-241-a was amended April 8, and added to List A—Unrestricted Production—"fruit and vegetable wrappers for apples, lemons, peaches, pears, and tomatoes, in the instance of original shipment."

### **Container Board**

WPB assumed complete control of the distribution of container board, effective April 1st by amendment to Order M-290. Users were notified by WPB of their purchase allowance for the second quarter and the procedure. Terms of existing "E." "L." "M," and "P" must be observed.

# **Printing Buildings**

This order as amended includes a limit of \$200 for any building or unit which may be constructed without permission if it is principally designed for the manufacture, processing or assembly of "books, magazines, newspapers, greeting cards or other printed or engraved matter." Units in excess of this price for the above purpose require permission for construction.

# Appeal for Additional Paper

Form WPB-3605, which should be used in appeals for additional paper, has been formally issued (see illustration). Section (1) requires a statement of the tonnage requested, its in-

tended use and past use, both functional and promotional. Section (2) requires a report on the kinds of printing done in 1943. Section (3) is to be used only in an application for adjustment in the base 1941 period.

# **Toys and Games Ceilings**

Manufacturers of toys and games are permitted to make their own ceilings on new items, which are not comparable to articles previously produced by them. Such ceilings are to be determined by comparison with comparative articles for which proper ceiling prices to the same class of purchaser have been established. These proposed prices automatically become the manufacturer's maximum prices

			ES OF AMERICA		BUBGET BUREAU NO. 12-21776 APPROVAL EXPIRES JULY 5, 1944				
	API	PEAL FOR ADDITION	IAL PAPER			NAME OF COMPANY			
TO: ATTM:						ADDRESS (Street, City, Sone, State)			
SEE I	ISTRUCTIONS ON	INSTRUCTIONS (2) and return one ( REVERSE SIDE. REPORT	ALL FIGURES IN	TONS.					
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				BA	31	GRATURE OF AUTHORI	ZEO OFFICIAL		
DATE				TITLE					
			SEC	TION I					
	PART 4 - EXTRA PAPER TOWNAGE REQUESTED AND USE FOR THIS TOWNAGE				PART # - PAPER USAGE IN PAST YEARS, DISTINGUISHING BETWEEN FUNCTIONAL AND PROMOTIONAL				
Aw	NOUNT USE			YEAR		FUNCTIONAL	PROMOTIONAL		
	4)	(6)		(a)		(9)	161		
				1941					
				1942					
				1943					
THECK	E ADDITIONAL BACKGROUND FOR ANALYZING THE MERITS PROMOTIONAL PRINTING IS NOT LIMITED TO THE EXAMPL FOR FURTHER LISTINGS.  FUNCTIONAL ITEM,		THE MERITS TO THE EXAMPLE	CHECK	THE F	PROMUTIONAL TIEMS			
[a]	BANK CHECKS AND BANK STATIONERY			(6)		(3)  (WY (\$f less than half of pages contain  Iding matter and advertising)			
	BUILT OF LANDES AND MANIFESTS				CALENDARS				
-	BILLS OF LADING AND MANIFESTS CONTINUOUS SNAP-OUT AND MULTIPLE CARRON FORM			CATALOGS (Including supplements of 12 or more bound pages and not sold)					
	SETS				DISPLAY ADVERTISING (Order L-394)				
	LABELS, LABEL WRAPPERS, SEALS			1		USE ORGANS PS (Not military)			
	RATEROAD, PUBLIC UTILITY, WAR PLANT AND GENERAL HUSINESS FORMS, LETTERHEADS AND OPERATIONAL INSTRUCTIONS				CIMER	TER! SER PROMOTIONAL (Specify)			
	TICKETS (Amuse	ment and food checks)		-					
	TICKETS AND TRANSFERS (Transportation)								
			SECTION	ON III					
PAI	T 4 - TO BE US	ED ONLY IF YOU ARE APPER QUOTA FOR BAS	PLYING FOR AN E YEAR 1941	PART B	· YOUR	CONSUMPTION OF PA	PER IN THE BASE FERIOD (State reasons)		
YEAR (a)	PAPER USI	ED YEAR	PAPER USED						
1939		1942							
1940		1943							
1941			*						

This is the face of the new application form for obtaining additional paper. The reverse side contains instructions and a certification statement.



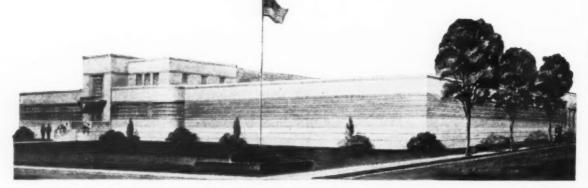
# HAMMER LINE & TONE



NON-HALATION

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Amendment 11. April 11. 1944 to Maximum Price Regulation 225. allows for an increase in prices due to light weight paper differentials. Prices of a commodity may be increased by two methods:

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### Ross Succeeds Schneider

Robert Ross, for nine years an executive with R. R. Donnelley & Sons, Chicago, and for the past six months consultant on Order L-241 to the printing and publishing industry of WPB, has been appointed Assistant Director of the Printing and Publishing Division of WPB. Mr. Ross will be in charge of the administration of Order L-241 having succeeded Philip Schneider who, effective April 1st, was commissioned a First Lieutenant in the United States Marines.

### Casein

Approximately 26,000,000 pounds of casein will probably be available to the paper coating industry during 1944 the Coated Paper Industry Advisory Committee was told during April. This is about 5,000,000 pounds more than was consumed last year, but is 11,000,000 pounds below 1941 consumption. With reduced pulp and paper production, however, this amount is expected to almost meet the demand. Casein is widely used in the manufacture of coated litho papers.\*\*

# EDITORIAL

(Continued from Page 37)

years have shaped the advancing trend of the lithographic industry has been the fact that this industry was blessed with an unusually large percentage of plant owners and operators who were not afraid of problems and who stood up to them to find the best solutions possible instead of retiring in confusion to engage in purely defensive thinking. They believed sincerely that the best defense was an aggressive offense and in this spirit they have won through.

In the months and years ahead. there will be unusual need for sharp. clear thinking. We as a lithographic industry have had to fight for the preservation of our integrity as a unit. There will be those now who will want to tie on to the kite of the industry and who will attempt to persuade you that there is no such thing as a lithographer separate and distinct from the printing industry as a whole. Admittedly, there are good arguments for this view and it is an easy philosophy to expound and it need hardly be said that we, in the future, as we have been in the past. will be willing and anxious to cooperate fully and to discuss with other groups those problems which are common problems both to lithographers and to others. There are. however, problems and interests which are specifically lithographic and they must be discussed and solutions found on that basis.

We as an industry have behind us 25 years of phenomenal growth. Ahead of us we have every expectation of continued rapid expansion of market. We have a Lithographic Technical Foundation, separately organized and separately financed, devoted solely to the futherance of the progress of the lithographic industry. If we will but husband our resources, pool our knowledge, share in the solution of our common problems and each be willing to give in proportion as he receives from the industry, then we can face the future with confidence. \*\*

# SERVICE MEN

(Continued from Page 45)

of them will come back. Some will probably be lost in action. Others will have been trained in other lines or decide to go into some other work. It will not, therefore, be difficult to take back such as wish to be re-employed by us.

2. The 25,000 new men who will be coming into the industry as a result of Army training or whatever portion of that 25,000 who decide to continue in the industry in peacetime will not likely have a great deal of trouble finding jobs. A good many letterpress shops are going to be putting in lithographing plants as soon as equipment becomes available again. Most of these will be smaller shops, and it is possible that men starting to work in them will not be able to get the good positions that are available in old well-established shops, but they will furnish a starting place for all of these men who have been newly trained in lithography.

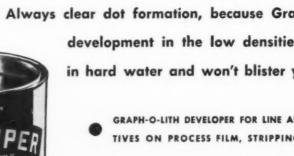
I noticed a recent survey published in the New York Journal of Commerce which indicated that several thousand new lithographic presses have already been spoken for by the industry just as soon as machinery houses can begin delivering them. No doubt some of these are for replacement purposes, but many more must be for expansion purposes. I do not think, therefore, that the outlook is gloomy for a man who expects to be employed in the lithographic industry after the war.\*\*

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### 10 Join N. Y. Litho Club

Ten new members joined the New York Litho Club at its meeting April 26 at the Building Trades Club, as 80 members and guests heard a talk on plastics by Edward J. Pechin of E. I. duPont de Nemours & Co. New members included: Thomas Darling, Addressing Machine & Equipment Co.; Ferdinand J. Hand and Charles T. Zimmer, Geo. Schmitt Co.; Edward R. Davis, Filmland Press; Charles Simunek, Kipe Offset; Philip Kissin, Dart Press; Daniel J. Murphy and Angelo Pustorino, Daniel Murphy & Co.; Daniel E. Gauthier, Spurgeon Tucker; and Roy C. Elliott, Hopp Press.

Plans were announced for resumption of the club's traditional shore dinner to be held during May, time and place to be announced.

# INK PROBLEMS

(Continued from Page 63)

come when the normal rate of advertising in a publication will be given for the color and the exception will be the black and white.

Will process colors stay up as well on the new papers or will inks have to be changed now?

With the difference of surfaces of present papers, compared with the old, what will be the tacking difficulties?

Dr. Cramer: Thus far our experience has indicated there will be changes necessary and the changes will be largely in running an ink with less tack. There are other factors which are entering into the picture too. The paper manufacturers are featuring this new wet strength paper. That has recently added a new problem to the many we now have. Generally speaking, I will say the answer is that there are slight changes to be made but they are not as severe as we had originally expected.

Do inks lose their drying qualities if left to stand for a long period of time?

Dr. Cramer: There are certain inks that are affected this way. In most cases the ink manufacturer is aware of this feature of certain colors and he will add to his formulations those materials which will retard such actions. It is wise, however, if a printer or pressman has had his ink on the shelf for an unusually long time to check his ink before using.

In working to determine and use substitutes for critical materials, have any developments been experienced that will be used to the benefit of postwar ink manufacturers?

Dr. Irion: We have many improvements due to the war; some of them useful to the ink manufacturer in the printing industry are substitutes for tung oil. This has certain technical advantages but also we don't want to forget it is going to make us independent of a supply outside the country.

Also the treated linseed oil will probably be in wide use and in the gravure field we are likely to have some new interesting solvents. Some of our best solvents are the chlorinated petroleums. These things are highly toxic and they can't be used for ink work but if fluorene is introduced into substances of this type the compound not only become as good or better solvents but be-

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comes slightly toxic or completely non-toxic as well as non-inflammable. Fluorene has been used in the last few years to a great extent in the complicated petroleum situation that we have and so now we have all types of fluorites available so we are very likely after the war to have solvents that will not burn and which are practically not toxic at all.

Will gloss non-scratch ink tack?

Dr. Cramer: The answer to this is ves and no. depending entirely on the direct application. Now. if the job is being done on a McKee press or other four or five-color ink there is no problem. There is no problem if there is a two-color application made. But if the non-scratch type of inks are used on single color presses or two-color presses which are to be followed up later on with additional colors there may be a question there. Every ink maker makes a series of this type of ink and some of them are of course more sensitive than others. If certain leeway is granted the situation can be handled without

any difficulty on the part of the printer at all.

Does change in the finish of paper require a change in ink? Should it have more or less viscosity?

Dr. Cramer: It is our impression that the viscosity of the ink should be somewhat less than for use on the original papers which seem to have better body stocks.

Does printing ink crack rollers? If so, what can prevent such cracking?

Dr. Irion: We have today a large number of synthetic rubber compounds. This question of rollers is rather complicated due to the limited supply of different types of synthetics that are available for making rollers. the printer ought to really contact his in maker if he is interested in new rollers or the roller manufacturer ought to contact the ink maker. There is some chance of trouble from the ink. For example, at the present time a good many roller manufacturers seem to be interested in the rosin oil contents of ink. This rosin oil causes blistering or cracking for the kind of synthetic they have available for their rollers. I think the

best thing to do is for the different people interested to get together so they don't build up the wrong system of rollers.\*\*

# CHICAGO 1944

(Continued from Page 41)

tled and replacement parts can be delivered.

Very little new equipment is available to anyone, even on strong priority claims. Some companies have obtained used machinery but on the whole lithographers here have been forced to make the best of what they have. One or two concerns report that, because of their manpower shortage, they have not been operating all their presses. So when a breakdown occurs it is a simple matter to shift the job to an idle press.

Indicating the trend to closer attention to repairs was the recent announcement by one press manufacturer that a new division of repair and maintenance had been organized at its Chicago office with



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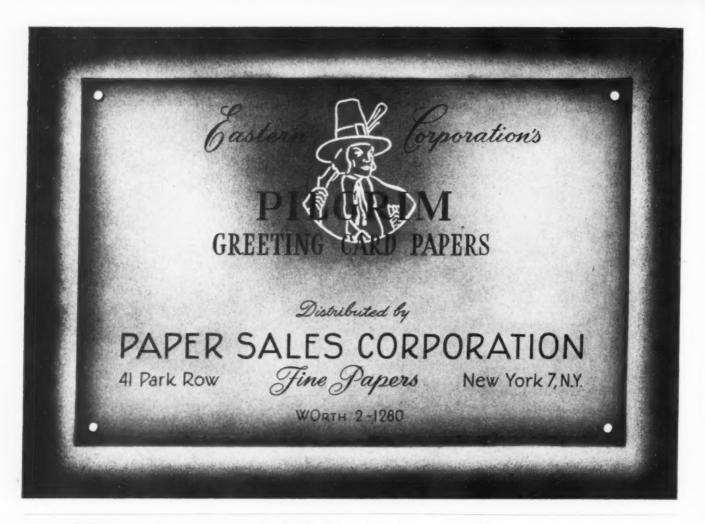
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an experienced man assigned to give this emergency problem his full attention.

Other equipment manufacturers are working with equal intensity to provide repair and maintenance services, so far as humanly possible and, in recognition of their difficulties, lithographers are showing commendable patience.

Although the need for plant expansion to accommodate increased business is urgent with many concerns, construction of additional quarters is out of the question for some time and crowded plant conditions are hampering efficient operations. American Offset Corp., Huron Press, Inc., and The Hochstadter Co. were among firms recently being able to find larger quarters for handling increased business. I. S. Berlin Printing & Lithographing Co., solved the space problem by disposing of considerable letterpress equipment and making other adjustments which freed space in the main plant for offset equipment formerly operated at a branch location, with resultant increase in efficiency in handling government business.

PREOCCUPIED with urgent immediate problems, Chicago lithographers are giving little thought to "postwar planning" as a general industry matter. Some interest is being shown over announcements by several letterpress printers that they plan to add offset facilities after the war.

At the Feb. 12 conference of the National Association of Photo-Lithographers in Chicago the threat of competition which this development offers to established lithographers was discussed and the attitude of the group, composed quite largely of Chicagoans, was crystalized by Harry Brinkman, Cincinnati lithographer, and president of the NAPL, who remarked "We must help the inexperienced letterpress printers who break into lithography or they will pull us down"

Disposal of surplus governmentowned lithographing equipment after the war is also being discussed in Chicago trade circles. Of all the "postwar" proposals originating here, however, that made by Nathan T. Ruekberg, president of the Regensteiner Corp., is recognized as possessing implications of largest future significance.

When the pent up demand for consumer goods is released, Mr. Ruekberg pointed out in a notable newspaper interview, there will be a tremendous call for lithographic products from printing buyers who have curtailed promotional campaigns. New printing machinery to handle this demand, he contended, may not be available for two years after the war.

To safeguard against the possibility that buyers cannot get their printed matter when wanted, he therefore proposed that lithographers urge their customers to make contracts now which would allot them specified production hours in the plant. Prices would have to be determined later and the sole consideration now, he emphasized, should be allocation of the printer's production capacity.\*\*

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# From Current Literature in The Graphic Arts

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### \*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk, the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

### Photography and Color Correction

Hypo Eliminator Bath. Lowell E. Muehler and George T. Eaton (to Eastman Kodak Co.). (U. S. Patent) No. 2,343,696 (March 7, 1944). A hypo eliminator bath for use in the elimination of hypo from photographic silver images, comprising alkali metal chlorite.

\*Shop Talk. I. H. Sayre. (Modern Lithography), 12, No. 2, February, 1944, pp. 35-36 (2 pages). Only after the reason for a negative's lack of density has been determined, should the intensification process be decided upon. Various types of intensifiers and their reactions on different types of negatives are discussed in detail. Typical formulas are included.

# Planographic Printing Surfaces and Plate Preparation

Water-Soluble Polyvinyl Halogen Derivatives. William H. Wood (to Harris-Seybold-Potter Co.) (U. S. Patent) No. 2,342,175 (February 22, 1944). In a process of the character described, changing the nature of a member of the group consisting of polyvinyl alcohol and its ethers and esters which are water-soluble by halogenating the same in aqueous medium and controlling the supply of halogen to an amount yielding a product soluble in water.

Planographic Plate. William T. Hagelin (to Davidson Mfg. Corp.). (U. S.

Patent) No. 2,344,510 (March 21, 1944). The method of forming a thin aluminum lithographic plate having a surface highly receptive to a greasy ink when dry and highly repellant to a greasy ink when dampened with a lithographic etch, including the steps of first uniformly wire brushing the surface to produce a relatively coarse lithographic grain, and subsequently dissolving portions of the grained surface whereby a fine lithographic grain is superimposed on a relatively coarse lithographic grain.

of Preparing Plates. Ellis Bassist (to Wm. Craig Toland). (U. S. Patent) No. 2,344,487 (March 21, 1944). Process for preparing a planographic printing plate which comprises providing a photosensitive silver emulsion coating supported on a planographic base, exposing the coating to form photographically exposed portions and unexposed portions, treating the plate with an agent for removing from the base said photographically hardened portions only, coating the plate with a greasereceptive material, applying a greasy ink over the said grease-receptive material and washing the plate in water to remove the unexposed portions of the silver emulsion together with overlying parts of the grease-receptive material and greasy ink.

Process for Continuous-Tone Printing Plates Ellis Bassist (to Wm. Craig Toland). (U. S. Patent) No. 2,-345,447 (March 28, 1944). That improvement in methods of making

planographic printing plates which comprises providing a water-receptive base element which includes a coating of polyvinyl alcohol and clay, applying over the coating of polyvinyl alcohol and clay a second coating of polyvinyl alcohol and calcium carbonate, drying the plate, heating to a point at which the calcium carbonate and polyvinyl alcohol become reticulated, then coating over the reticulated surface of polyvinyl alcohol and calcium carbonate a suspension of albumin and ammonium dichromate, exposing to actinic light and developing.

\*Report on Stainless Steel and Monel Plates. Anonymous. (Modern Lithography), 12, No. 2, February, 1944, p. 43 (1 page). In an address before the Litho Club of Philadelphia, Walter Kaiser of Edward Stern & Company, related his experiences with stainless steel and Monel metal plates. Neither metal tends to oxidize, but both are harder to grain and etch than the commonly used metals. The greater cost of Monel (three and a half times as much as ordinary metals) is compensated for by its longer life and its adaptability to any type of work. Monel used for albumen plates may be regrained as many as 75 times.

\*Plastics, J. Homer Winkler. (Printing Equipment Engineer, 67, No. 4, February, 1944, pp. 13-15 (3 pages). A review of the potential utility of plastics in the printing industry with comments on their future possibilities. Their use for lithographic plates after the war is questionable except on small single-color presses.

### Equipment and Materials Paper and Ink

Lithographic Adapter for Letter-presses. William E. Lewis. (U. S. Patent) No. 2,341,929 (February 15, 1944). A letterpress comprising a main frame, a printing block secured to sa'd frame, a track on either side of said block, separate positively rotated inking and moistening rolls on said frame, a lithographic roller, means mounting said roller on said tracks for to and fro movement between said rolls and said block, means operative to elevate said roller to a height to clear said block through its movement toward said rolls, a rack on said frame operatively connected to said roller to rotate the same throughout its movement in both directions, means on at least one of said rolls engageable with said roller to rotate the same, while the latter is being inked and moistened, and means automatically disconnecting said roller from said rack just prior to its engagement with said rotating means of said roll.

\*Damping Control. "Alumina." (Modern Lithographer and Offset Printer), 40, No. 2, February, 1944, pp. 26, 28 (2 pages). A rubber squeegee bearing against the duct roller and adjusted by set screws, gives im-



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proved damping, although the rubber and the roller covering wear away. A heavily grained stainless steel duct roller and a hard composition blade may give good results. In an accompanying letter to the editor, "Practicus" expresses the opinion that dampers should be much softer and of larger diameter. Seamless covers are usually made from unsuitable material. In another letter to the editor, "R.J." says that damping trouble is often due to false economy in using inferior covering material. Ink of good quality must also be used.

\*Getting Good Press Results with Today's Paper. Theodore Makarius. (National Lithographer), 51, No. 3, March, 1944, p. 22 (1 page). Instructions are given for mounting offset blankets. Delicate papers require unusually careful setting of grippers. Inks must be modified with caution and no more than two hours' supply should be put into the fountain at one time.

\*What's Ahead for Coated Offset Papers? Fred A. Weymouth. (Modern Lithography), 12, No. 3, March, 1944, pp. 30, 65, 67 (3 pages). A question and answer presentation is used to discuss coated papers as to their advantages for reproduction, and the quality of machine coated papers as against English finish, super and full coated paper. General problems, de-

sirable features, and the part coated papers play in postwar planning are reviewed. A preview of postwar developments in printing inks is included.

\*Register Manipulations. Oscar Diehl. (Lithographers' Journal), 28, No. 12, March, 1944, p. 561 (1 page). For the best results, the plate must be "miked" correctly, the blanket should be tight, and should be marked in case it is necessary to loosen it during the job. It should be washed as little as possible. The stock should have a square gripper and side guide edge. Adjustments are suggested for cases in which it is impractical to square the stock.

\*Overcoming Register Problems.

"Alumina." (Modern Lithographer and Offset Printer, 39, No. 12, December, 1943, pp. 148, 150 (2 pages). Practical suggestions are given for maintaining register on the offset press. Where register or precision cutting is not required, wavy-edged paper may often be printed by releasing the center grippers.

\*Color Matching. Anonymous. (Lithographers' Journal, 28, No. 10, January, 1944, p. 455 (1 page). Reprinted from (Modern Lithographer and Offset Printer), 39, No. 9, September, 1943, p. 112. If the pigments used and the percentage of reducing medium are known, a color may be reproduced

identically by an experienced color matcher. If the color copy to be matched has been printed by the offset press, the first step is to study it in good daylight or under a powerful daylight lamp to decide the combination required. Next the weight of color must be determined. A powerful glass aids in both of these. A test should then be made on paper.

\*The Manufacture of Color. Frederick J. Dankert. (Lithographers' Journal), 28, No. 11, February, 1944, pp. 507, 537; No. 12, March, 1944, p. 564 (3 pages). The various pigment classifications are discussed and typical examples of each are described. Organic pigments are by far the largest group used in lithography. Different types of printing require pigments with special properties. Pigments are therefore classified in terms of their fastness to light, brill'ance, strength, transparency, or opacity, and other properties. Certain pigment tests are described and a few remarks are made regarding ink formulation.

### General

\*Counter-etching, Dat Etching and Elliptical Stops. A. C. Austin. (National Lithographer), 51, No. 3, March, 1944, pp. 30, 52 (2 pages). Today "counter-etching" is unnecessary if the plates are cleaned thoroughly be-(Continued on Page 105)



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All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York 1. Closing date: 1st of month.

### Situation Wanted.

Cameraman—12 years experience—halftones and line, black and white, also color. Will go anywhere. Draft status 4F, age 30, married. Address Box No. 957, c/o Modern Lithography.

### Situation Wanted:

Superintendent of lithographic plant, present contract expires September 1, experience in all lines of color and commercial work. Address Box No. 954, care Modern Lithography.

### Help Wanted:

Lithographic pressman with knowledge of color work. Top wages. Permanent. Also, lithographic plate maker. Specify when available. Address York Lithograph Company, 2832 E. Grand Blvd., Detroit 11, Michigan.

### Help Wanted:

Lithographic pressman with knowledge of color work. Permanent position offering bright post-war possibilities. Top wages. Specify when available. State age and experience. Address Box No. 955, care Modern Lithography.

### Help Wanted:

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### Geese Addresses Conn. Club

Charles Geese of Philadelphia was the speaker at the April 7 meeting of the Connecticut Valley Litho Club, Bond Hotel, Hartford, as that organization completed its spring schedule of events. About 30 attended and heard Mr. Geese discuss platemaking from transparent impressions, and several new techniques in lithographic reproduction. He was assisted by Albert R. Bourges, president of the Transparent Printing Corp., New York. A number of samples were shown, and a question and answer period followed the regular session.

### For Sale-While They Last:

3 Levy Screens and 1 Pair of Gelb Arc Lamps:—1—40 inch 150 Line Levy C rcular Screen in Holder; 1—24 inch 150 Line Levy Circular Screen in Holder like new; 1—20 inch 200 Line Levy Circular Screen in Holder like new; 1 Pair Model 125—T 35 Amp. Gelb Arc Lamps complete AC or DC. Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.

### Miscellaneous:

Are you having trouble with war time padding compounds? Order "Padeen" today. Finest padding compound on the market. Graphic Arts Laboratories. Box 365, Hamilton, Ohio.

# **Discusses Contract Terminations**

One and one-half billion dollars per month is the current estimated rate of war contract terminations according to George S. Dively, secre-

tary-treasurer of the Harris-Seybold-Potter Co., Cleveland. This statement was contained in a paper presented during April before the Fourth War Conference of Controllers, in New York. Speaking on the subject of Termination Financing, he estimated that cancellations at the end of the war may amount to 75 billion dollars. with resulting cancellation claims estimated at 15 billions. He made it clear that direct termination financing, by settlement of cancellation claims under present methods, will not provide industry quickly enough with the working cash needed to prevent partial business chaos and a reduction of employment. At the end of the war, he pointed out, industry will immediately need 10 to 15 billions in new cash working funds for a temporary period, covering the time required to settle cancellation claims. He emphasized that the availability of these funds should be arranged for now.



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# TECH. BRIEFS

(Continued from Page 101)

fore coating with any colloid sensitizer. Treatment with cyanide solution followed by washing under the tap is recommended for zinc plates. Copper sulfate solution for dot-etching is discussed pro and con. Use of an elliptic stop minimizes the sharp break between highlights and middle tones on halftone copy.

\*Back to Fundamentals. Anonymous. (National Lithographer), 51, No. 3, March, 1944, pp. 34, 40 (2 pages). (For the Cameraman.)—A method is given for finding the stop size for any camera extension by drawing a long triangle on the side of the camera. (For the Platemaker.)-Instructions and formulas for etching zinc and aluminum plates are given. (For the Pressman.)-Rules governing proper moisture and ink balance are enumerated with the reminder that minimum amounts of ink and moisture achieve sharp looking work.

\*Should All the Colours Be Superimposed in the Shadows of a Multi-Colour Job? Allos Felder. (Modern Lithographer and Offset Printer,) 40, No. 2, February, 1944, pp. 17, 20 (2 pages). Cleaner blacks with more crispness, can be obtained if they are rendered mainly in the black plate, instead of superimposing all the colors as solids.

### Miscellaneous

\*Leaks in a Lithographing Plant. Rex G. Howard. (National Lithographer), 51, No. 3, March, 1944, pp. 18, 20 (2 pages). (Modern Lithography), 12, No. 3, March, 1944, pp. 26, 27, 67 (3 pages). To run a plant efficiently, it is necessary to stop small opera-tional losses or "leaks." It is suggested that a daily individual time sheet is one of the best means of finding leaks. Many suggestions are made for increasing efficiency.

\*Colour Photography for Advertising. Bertram Cox. (Modern Lithographer and Offset Printer), 40, No. 2, February, 1944, pp. 20, 22 (2 pages). Color photography requires skillful selection of the colors to be photographed if it is to compete with painting. The procedures used by artists in their drawings to produce harmony are applicable to color photography. Difficulties which are encountered in "seeing colors" are reviewed, and correctives are suggested. \*

### Latter, Montreal, Dies

W. E. L. Latter, 67, of Ernest Latter, Ltd., Montreal, Que, lithographing company, died recently. Mr. Latter was formerly associated with the Dominion Blank Book Co.

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1		

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)



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\*

Richard H. Grant, who "has sold more billions of dollars' worth of merchandise than any other living man." and who is the father of Richard H. Grant, Jr. of our own litho industry, was honored at a testimonial dinner at the swank Waldorf-Astoria in New York April 20 by the Sales Executives Club. He is the retired vice president in charge of sales of the General Motors Corp. and at the dinner expounded some down to earth points regarding postwar planning. "The majority of postwar plans for business are predicated on rosy visions of an expanded national income or on some guarantee of full employment." he said. "Our problem is to develop a customer to supplant the buying which is being done by the government to support our production capacity." he declared in pointing out that we know now how much we can make, but the trick is to find out how much of it we can sell. The vounger Mr. Grant is with Revnolds & Reynolds, Dayton, Ohio lithographers, and is a director of NAPL.

\*

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